



NOTICE OF INTENTION TO AWARD SUBCONTRACTS

June 13, 2019

Northstar New Jersey Lottery Group, LLC ("Northstar") hereby gives notice of its intention to award ("Notice of Award") subcontracts as a result of the Advertising Agency Services procurement, RFP #19-S-0002, as follows:

- Creative and Coordinating Advertising Agency Services: PureRED
- Media Planning and Buying Services: Marketsmith, Inc.

The subcontracts are each for a term of three (3) years, beginning July 1, 2019, with two (2) possible one (1) year extensions at the option of Northstar.

This Notice of Award is based upon a thorough evaluation and scoring, in accordance with the criteria, requirements and procedures outlined in the RFP, by the Evaluation Committee of each of the Finalist's technical proposals, presentations and cost proposals for the Creative and Coordinating Advertising Agency Services and Media Planning and Buying Services competitions.