

Commissioners:

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TEXAS LOTTERY COMMISSION

Gary Grief, *Executive Director*

Alfonso D. Royal III, *Charitable Bingo Operations Director*

December 14, 2017

Ryan Thompson
Partner, VP Growth – The Atkins Group
302 N. Market St, Suite 200
Dallas, TX 75202

Via email: ryan@theatkinsgroup.com
TIME SENSITIVE

RE: Request for Proposals (RFP) for Advertising Services, RFP No. 362-18-0002

Dear Mr. Thompson:

The Texas Lottery Commission (TLC) is reviewing the Proposal submitted by The Atkins Group, Inc. in response to the referenced RFP and is requesting additional information relating to its proposal as follows:

LatinBrand is mentioned in your Proposal in various places, however, specifically in Section 7 - Scope of Services (Page 84), you stated "Our team – The Atkins Group, Gilbreath Communications, Inc., and LatinBrand - bring to TLC...". Please confirm whether or not LatinBrand is a third party vendor (subcontractor) who will perform services under any contract resulting from this RFP.

Please provide your written response to me **no later than 4 p.m. CST on Monday, December 18**. Your response may be submitted via e-mail to angela.zgarba@lottery.state.tx.us. Thank you for your immediate attention to this matter.

Sincerely,

A handwritten signature in blue ink that reads "Angela Zgabay Zgarba".

Angela Zgabay-Zgarba, CTPM, CTCM
Contracts Management & Procurement Manager

theatkinsgroup

December 14, 2017

Ms. Angela Zgabay-Zgarba
Contracts Management & Procurement Manager
Texas Lottery Commission
PO Box 16630
Austin, TX 78761

RE: RFP 862-18-0002, Third Time Sensitive Clarification regarding LatinBrand

Dear Ms. Zgabay-Zgarba:

In response to your question regarding LatinBrand. LatinBrand is a subcontractor of The Atkins Group in our proposal. The company's legal name is Persona Communications LLC and does business as LatinBrand. Further information is below:

Legal Company Name: Persona Communications, LLC
DBA: LatinBrand
Date formed: October 16, 2007
HUB Number: 1261209889200
CBML Number: 00645

Our HUB Plan lists LatinBrand by its legal name, Persona Communications

Please let me know if I can answer any additional questions for you.

Sincerely,



Ryan Thompson
Partner, VP Growth
The Atkins Group