EXHIBIT B – BUDGET

Contract Number:  
Agency Name: Adapt Consulting, Inc.  
Project Name: First 5 LA Premium Vendor  
Project Length: Nine (9) Months  
Revision Date:  
Report Period: Submission Date (Office Use only):  

<table>
<thead>
<tr>
<th>Cost Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing, Shipping and Mailing services</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Total (not to exceed)</td>
<td>$15,000.00</td>
</tr>
</tbody>
</table>

NARRATIVE: Project Requirements and Deliverables

Printing (Anticipated spending -- $12,000. For estimating purposes only. )
- Provide First 5 LA with pricing quotes for desired premium print jobs.
- Provide advice and recommendations for premium job to make work most cost effective.
- Premiums and materials on an "as needed" basis.
- Sort completed premiums and materials on an "as needed" basis.

Shipping (Anticipated spending -- $1,500. For estimating purposes only. )
- Box, store and deliver premiums and materials.

Mailing (Anticipated spending -- $1,500. For estimating purposes only. )
- Take First 5 LA provided mailing lists and prepare the list for mailing.
- Make recommendations for mailing service that are most cost effective.
- Mail necessary items.

APPROVAL:
Department: Public Affairs  
Director of Public Affairs: Francisco Oaxaca,  
Date: 1/1/12  
Signature:

FINANCE:
Director of Finance: Tracey L. Hause,  
Date: 1/13/12  
Signature:

CONTRACTOR:
CEO: Yvette Berke, Adapt Consulting, Inc.,  
Date: 1/17/12  
Signature: