EXHIBIT B – BUDGET

Table:

<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><strong>Total (not to exceed)</strong></td>
<td><strong>$15,000.00</strong></td>
</tr>
</tbody>
</table>

NARRATIVE:
Project Requirements and Deliverables

Printing (Anticipated spending -- $12,500. For estimating purposes only.)
- Provide First 5 LA with pricing quotes for desired print jobs.
- Provide advice and recommendations for print job to make work most cost effective.
- Print materials on an "as needed" basis.
- Sort and bind printed materials on an "as needed" basis.

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

Mailing (Anticipated spending -- $1,000. 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
Francisco Oaxaca, Director of Public Affairs
Date: 7/28/11
Signature: [Signature]

FINANCE:
Tracey L. Hause, Director of Finance
Date: 8/8/11
Signature: [Signature]

CONTRACTOR: Rick Rainey, Regional Sales Manager
Date: 7/20/11
Signature: [Signature]