EXHIBIT B – BUDGET

Contract Number: 08/100
Agency Name: Skilset Communications, Inc.
Project Name: Public Affairs Media Buying Agency
Project Length: Twelve (12) months

<table>
<thead>
<tr>
<th>Cost Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy Media and provide general marketing services</td>
<td>$350,000</td>
</tr>
<tr>
<td>Total (not to exceed)</td>
<td>$350,000</td>
</tr>
</tbody>
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NARRATIVE:
Project Requirements and Deliverables

Over the course of the contract, Skilset Communications will provide media buying and any secondary marketing services for a variety of projects on an “as needed basis” for First 5 LA.

Activities and sub-tasks include, but are not limited to:

1. Assist First 5 LA in the planning, placement and purchasing of paid advertising and sponsorships with the purpose of creating public awareness of First 5 LA, our programs, grantees and goals. Advertising venues can include, but are not limited to; billboards, bus shelters, television, radio, newspapers (local and community), street teams, online, events, activities and other vehicles.

2. The agency will respond to requests from First 5 LA to seek advertising opportunities, proposed or suggest advertising opportunities to First 5 LA, or finalize opportunities with specific outlets or organizations previously negotiated by First 5 LA.

3. While the primary role of the media buying agency will be the purchasing of media, the agency may be called upon to produce or design (or sub-contract with outside agencies for this purpose) public awareness materials in a range of media, including, but not limited to; print, online, audio, video, or “event.”

See Page 2 For Signatures
APPROVAL:
First 5 LA Public Affairs Department: Francisco Oaxaca, Director of Public Affairs
Print Name & Title
Date: 2/28/11
Signature: 

First 5 LA Finance: Tracey L. Hause, Director of Finance
Print Name & Title
Date: 10/3/11
Signature: [Signature]

Contractor: Michele Lando, President, Skilset Communications, Inc.
Print Name & Title
Date: 8/31/11
Signature: [Signature]