



Notice of Intent to Award

RFI - GoUSA TV Distribution/Syndication Consultant

Brand USA Headquarters
1725 Eye Street NW, 8th Floor
Washington, DC 20006

August 9, 2021

RFI: GoUSA TV Distribution/Syndication Consultant
RFI ISSUED: June 9, 2021
PROPOSALS REVIEWED/EVALUATED: August 6, 2021

RE: Notice of Intent to Award Project

- Niche Media Global Ltd

As provided in the RFI issued June 9, 2021, the Notice of Intent to Award is subject to the execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between Brand USA and the apparent successful Bidder.

The Bidder shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to Brand USA is executed. If the apparent successful Bidder fails to negotiate and execute a contract with Brand USA, in its sole discretion, Brand USA may revoke the award and award the contract to the next highest ranked Bidder or withdraw the RFI. Brand USA further reserves the right to cancel this Notice of Intent to Award at any time prior to the execution of a written contract.

Thank you for participating in the competitive selection process.

Sincerely,

Tracy Lanza
Senior Vice President, Integrated Marketing
Brand USA