



Notice of Intent to Award

RFP - VisitTheUSA Trip Planner

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

July 20, 2022

RFP: VisitTheUSA Trip Planner
RFP ISSUED: May 16, 2022
PROPOSALS REVIEWED/EVALUATED: July 15/18, 2022

RE: Notice of Intent to Award Project

- Klarna Bank AB

As provided in the RFP issued May 16, 2022, 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 RFP. 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,

Mark Lapidus
Vice President, Product & Technology
Brand USA