

Las Vegas

July 7, 2004

K. James King
Chief Financial Officer
R&R Partners
900 South Pavilion Center Dr
Las Vegas, NV 89144

Dear Jim,

I have reviewed the proposed changes in additional services and costs to section 3.05 of the R&R Partners contract with the LVCVA, FY 2004-05. I agree and approve the changes in additional services and costs stated in your attached letter dated June 10, 2004

Regards,



Rossi Ralenkotter
President/CEO

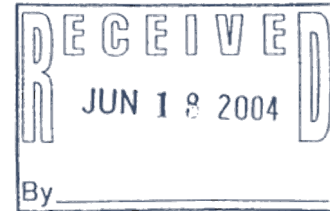
RR/cg

Enc

C: Sue Covey
Rob O'Keefe
Mary Peterson
Brenda Siddall



June 10, 2004



Mr. Terry Jicinsky
Senior Vice President of Marketing
Las Vegas Convention and Visitors Authority
3150 Paradise Road
Las Vegas, Nevada 89109-9096

Las Vegas

Dear Terry,

Pursuant to section 3.05 of our contract with the LVCVA, we are to establish a list of charges for additional services to be provided by R&R Partners for the coming fiscal year. This letter will confirm the amounts proposed for those services for fiscal year 2004-05:

Las Vegas Destination Public Relations

Public relations initiatives for FY 2004-05 are based upon an intensely proactive media relations program. Public relations initiatives will focus on landing exposure for the Las Vegas brand and destination products through fairs and national pitching efforts. All strategies are geared toward creating national and spot market attention to catapult Las Vegas into travelers' consideration sets. Both trade and consumer public relations programs are included as part of the monthly retainer.

Proposed retainer: \$12,500 per month (no increase)

Laughlin Destination Public Relations

Public relations will continue promotion of the Laughlin destination through consumer and trade press. For FY 2004-05, Laughlin's public relations programs will expand to increase awareness among Laughlin's core audience in addition to building awareness and interest with secondary audiences.

Proposed retainer: \$3,500 per month (no increase)

Mesquite Destination Public Relations

Public relations will focus on increasing consumer awareness of Mesquite by promoting the destination's golf, spa and hotel amenities. In FY 2004-05, efforts will continue to reach into new markets to broaden awareness of Mesquite in key northern and central states as well as western Canada.

Proposed retainer: \$1,000 per month

R&R Partners



Special Event Public Relations: Las Vegas

This retainer for services is requested to cover R&R staff time on Las Vegas special events slated for FY 2004-05, which includes development of programs for regional and national media relations and announcements, development and execution of major press announcements, coordination and management of celebrity and VIP appearances, media center coordination and management, on-site event management, public relations plan development and implementation, ancillary event planning and implementation, pre-event and event interviews, and pre-event and event promotions. Note: Hard costs (i.e. press kits, video production charges) will continue to be billed out of each event's respective budget.

Proposed retainer: \$4,200 per month (no increase)

Special Event Public Relations: Laughlin

This retainer is requested to cover R&R staff time on services provided for Laughlin special events slated for FY 2004-05, which includes development of media communications, media day planning and implementation, pre-event and event interviews (coordination and implementation), on-site media relations, and media center coordination and management. Note: Hard costs (i.e. press kits, video production charges) will continue to be billed from each event's respective budget.

Proposed retainer: \$2,500 per month (no increase)

Research Retainer

This retainer for services is requested to cover time spent conducting primary and secondary research and analysis (excluding special event research studies). With the expansion of competitive gaming and the need to analyze and segment the consumer audience, the overall research program has been intensified to accommodate these developments.

Proposed retainer: \$4,000 per month (no increase)

Digital Marketing Services Retainer

This retainer is requested to support the services required to execute online marketing initiatives. This fee covers services being provided to the LVCVA related to online marketing and includes: strategic planning and consulting, online brand management, online program and vendor management, web site supervision, reporting and evaluation, and online program fulfillment. These services will be provided for all of the LVCVA's destination web sites (vegasfreedom.com, visitlaughlin.com and visitmesquite.com), where applicable.

Proposed fee: \$6,000 per month (no increase)



After you have had a chance to review these proposed services, please let me know if you have any questions. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read 'K. James King'. The signature is written in a cursive, flowing style.

K. James King
Chief Financial Officer and Principal