

Las Vegas

July 3, 2007

K. James King
Chief Financial Officer
R&R PARTNERS
900 South Pavillion Center Drive
Las Vegas, NV 89144

Dear Jim:

I have reviewed and approve the proposed changes in your letter dated June 29, 2007 to section 3.05 of the contract between R&R Partners and the LVCVA for fiscal year 2007-2008. Those amounts and services include:

Las Vegas Public Relations - \$22,000 per month (no increase)
International Public Relations - \$5,000 per month (no increase)
Laughlin Public Relations - \$3,500 per month (no increase)
Mesquite Public Relations - \$1,000 per month (no increase)
Event Press Relations-Laughlin - \$2,500 per month (no increase)
Research Retainer - \$6,000 per month (no increase)
Digital Marketing Services Retainer - \$6,000 per month (no increase)

Sincerely,



Rossi Ralenkotter
President & CEO

RR:sc

c: Sue Covey ✓
Kristi Larsen
Rob O'Keefe
Mary Peterson
Brenda Siddall



June 29, 2007

Mr. Rossi Ralenkotter
President
Las Vegas Convention and Visitors Authority
3150 Paradise Road
Las Vegas, NV 89109-0096

Dear Mr. Ralenkotter,

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 2007-08.

Las Vegas Public Relations:

The R&R public relations program for FY 2007/2008 will be highly proactive in order to achieve the goals and objectives set forth in the overall marketing plan. Our key initiatives will continue to include, although will not be limited to:

Build special events and develop story ideas to create excitement about and exposure for the Las Vegas brand around such events as FIBA, Latin GRAMMY Awards, NFL Super Bowl and more.

Develop and pitch stories to continue to educate audiences about all Las Vegas destination products: sports, music, fashion, culinary, spas, weddings and more.

Develop and execute story ideas for value-added initiatives, brand integration initiatives, marketing partner opportunities, and PR-relevant media buys.

Leverage opportunistic events / dates within the city, in key feeder markets and nationwide to develop PR programs as appropriate, such as New York Fashion Week and 07/07/07.

Respond to press inquiries and assist as appropriate.

Working in conjunction with the LVCVA public relations team, develop and execute major press announcements, ancillary event planning and implementation, event promotions, FAMs and interviews.

- LAS VEGAS ○
- PHOENIX ●
- RENO ●
- SALT LAKE CITY ●
- WASHINGTON, D.C. ●

900 South Pavilion Center Drive

Las Vegas, Nevada 89144

702 228 0222 • fax 702 228 7177

rrpartners



Laughlin Special Event Public Relations:

Dupe

The PR retainer will also include the development of media communications, media day planning and implementation, pre-event and event interviews, on-site media relations, and media center coordination and management for special events slated in Laughlin for FY 2007/08. Hard costs, such as press kits and video production charges, will continue to be billed separately.

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

Mesquite Destination Public Relations:

Public relations will leverage new branding campaign to increase awareness of Mesquite, focusing on golf, spa and hotel amenities. In FY 2007/08, we will continue our outreach to key audiences throughout the northern and central states, as well as western Canada, but we will also expand our program to build awareness among other opportunistic markets.

Proposed Retainer: \$ 1,000 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 2007-08, 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 pre-approved primary research studies for special events). 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: \$6,000 per month

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,

K. James King
Chief Financial Officer and Principal