

| Probability | NBR_OF_OPTYS | Tot_Budget      | Tot_Forecast  |
|-------------|--------------|-----------------|---------------|
| 100         | 7            | \$171,675,000   | \$171,675,000 |
| 90          | 4            | \$205,000,000   | \$184,500,000 |
| 70          | 8            | \$264,000,000   | \$184,800,000 |
| 50          | 20           | \$127,040,000   | \$63,520,000  |
| 30          | 3            | \$2,450,000     | \$735,000     |
| 10          | 319          | \$333,729,670   | \$33,372,967  |
|             | 361          | \$1,103,894,670 | \$638,602,967 |

| Probability | Nbr_of_Optys | Digital_Bugt | D_forecast |
|-------------|--------------|--------------|------------|
| 100         | 7            | \$68,100     | \$68,100   |
| 90          | 4            | \$56,000     | \$50,400   |
| 70          | 8            | \$23,200     | \$16,240   |
| 50          | 18           | \$156,500    | \$78,250   |
| 30          | 5            | \$112,000    | \$33,600   |
| 10          | 319          | \$2,784,731  | \$278,473  |
|             | 361          | \$3,200,531  | \$525,063  |

| Probability | Client                                   | Champ      | Modified   | Total_Budget  | Digital_Bugt | Deal_comments   |
|-------------|--|------------|------------|---------------|--------------|---|
| 100         | Anheuser-Busch InBev                     | McCavanagh | 04/08/2010 | \$23,100,000  | \$0          | 9/22 Need to reschedule Olympic recap. 6/16 Need to reschedule the Recap 5/14/10 AB Recap Meeting set for 6/11/10. Need to confirm with Rich that Mark Wright will be in town for the meeting, if not need to reschedule.   |
|             | General Electric                         | Clachko    | 04/08/2010 | \$50,000,000  | \$15,000     | dollars are committed but plan still needs to be worked out much closer in  |
|             | Nike Inc.                                | Clachko    | 04/08/2010 | \$21,800,000  | \$0          | Ordered 2.27.09 as part of 2 game deal  |
|             | Subway Franchisee Advertising Fund Trust | Nolan      | 04/08/2010 | \$15,000,000  | \$21,000     | \$15 MM Gross on-air and \$900k Net on-line have been committed to London as part of multi-year, multi-sport deal. Still need to negotiate plan and added value value. Conversations/Lunch between Gary Z. and Tony Pace about what we are comfortable with. Apolo Ohno is a spokesperson. Subway will want to use Ohno in London in the same manner they used Phelps in Vancouver. Continue to leverage Phelps relationship.   |
|             | United Airlines                          | Clennon    | 04/08/2010 | \$14,500,000  | \$0          | HOLD, set to go to Order January 2011.  |
|             | Visa USA, Inc.                           | Clachko    | 04/08/2010 | \$32,275,000  | \$0          | Original deal was for \$34MM with \$1.725M going to Local. We are now discussing Financial Cat with them for additional dollars   |
|             | Walmart                                  | Clachko    | 04/08/2010 | \$15,000,000  | \$32,100     | dollars are committed - plan is still being finalized   |
|             |  |            |            | \$171,675,000 | \$68,100     |   |
| 90          | AT&T                                     | Nolan      | 04/08/2010 | \$75,000,000  | \$0          | We are securing a meeting between Dick and Daryl to discuss London. Working on dates with CMO & Spokes persons. Also working on the AT&T Category so that we can justify the larger spends we will be asking for from AT&T. Working through Tablets, Handsets, new wireless technologies, etc... Fuller asked that we give her until after 10/1 to receive a proposal from us. Met with the entire AT&T Team in Atlanta on 4/26. Presented Vancouver Recap and began discussions for London. Client very pleased with Vancouver performance and has said the Olympic will be important to AT&T moving forward. Indicated that a deal before the end on 2010 may be doable. More lead time for them, the better. Concerns over the category as technology is constantly changing and not sure what they will be selling in summer of 2012. |
|             | Coca-Cola Company                        | Clachko    | 04/08/2010 | \$55,000,000  | \$0          | talks to begin by mid September - 11/1/10 trigger date for London plan. Julie Goldstein is setting up dinner meeting in Atlanta. We are preparing our offer.  |
|             | McDonald's Corp                          | Clachko    | 04/08/2010 | \$25,000,000  | \$35,000     | We have let OMD know that discussions must start very soon or we will not be able to protect local markets for them. McGovern said they should be ready to start talking by end of September.   |
|             | Procter & Gamble                         | Clachko    | 04/08/2010 | \$50,000,000  | \$21,000     | meeting with Sara Kramer and Scott Lee on 9/23. We are trying to move along their timetable   |
|             |  |            |            | \$205,000,000 | \$56,000     |   |

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|-------------|--------------------|------------|------------|---------------|--------------|--|
| 70          | BMW                | McCavanagh | 04/08/2010 | \$50,000,000  | \$0          | 9/22 Met with Patrick and the creative agencies on the phone to deliver the Best Practices presentation. Next steps: Dani and Cortney are developing and agency POV for Patrick to bring to Germany with the ask, including dollars and GM activation request. Nothing will be decided until there is a new VP which may be by the end of September. 6/16 Presented the BMW recap to Patrick McKenna at BMW Headquarters. Next steps are working with Dani in regards to an extension on the 90 days which is Aug 27th. They want a one month extension due to a meeting in Munich in September in which all BMW media plans are being presented including Olympics. Seth said that he would discuss this extension in a meeting with the client that we are trying to set up on either the 8th or 15th of July. I have asked Dani for an e-mail stating that BMW is passing on the entire category.. (allowing us to forward with our GM conversations). 5/14/10 Presented the Vancouver recap to Mccan in preparation for the BMW client meeting on Ma |
|             | Bp Oil Corporation | McCavanagh | 04/08/2010 | \$28,000,000  | \$0          | 9/22 Finalizing an updated proposal for BP with some activation ideas for the calendar year 2012 across multiple dayparts. Will deliver to Matt week of 9/20 or 9/27. 6/16 Due to BP's current state of affairs, Luc and Mike will not be at the London meeting. Their status with the usoc currently remains up in the air. 5/14/10 Exclusive plan presented to Matt at Mindshare. We have given them to July 7th to evaluate exclusively before we go to market. Preparing presentation for a meeting with Luc in London during Wimbledon.   |
|             | Geico              | Clachko    | 04/08/2010 | \$8,000,000   | \$3,200      | Brum currently in negotiations for \$8.0 - we should know by end of October  |
|             | General Motors     | McCavanagh | 04/08/2010 | \$120,000,000 | \$5,000      | 9/22 Next step is to deliver the updated proposal (IV) to Stacie the week of 9/20. 6/16 I delivered a plan to Stacey and Whitey for 103.2M gross on May 27th. The plan did not include exclusivity which they have subsequently asked for. A plan was then submitted to Stacie by Paul the w/o June 7th for 128.37 gross. Stacie asked me for some research on olympic composition and upscale stories on 6/14 which I supplied the same day and worked with Whitey on some research questions they had. Next steps are waiting on their response to our plan and the e-mail from BMW passing on the entire category so we can move this deal forward.   |
|             | Hilton Worldwide   | Clachko    | 04/08/2010 | \$13,000,000  | \$0          | We have given them until end of August a exclusive negotiating window. Conversations are progressing - should have deal done by end of October.  |
|             | Liberty Mutual     | McCavanagh | 04/08/2010 | \$15,000,000  | \$15,000     | 9/22 Meeting with Guy in Wales to discuss next steps. 6/16 Delivered the Recap to Guy, Stacey, Seb and their digital team. Liberty was happy with the linear investment but their digital investment slightly underdelivered (Matt is taking care of this with them). 2012 is a big year for Liberty as it is their 100th Birthday in July. Timing could be perfect and they want to explore ideas to capitalize on the timing of the game and this milestone year. Next steps are to set up a meeting to discuss a Liberty build up in Sports with potential SB.  |

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|             | Target Corporation       | Clennon    | 04/08/2010 | \$15,000,000  | \$0          | Plan submitted 10/4. Agency recap delivered 6/3. Delivered agency specific creative IAG data follow-up. Clearly communicated that nights and weekend afternoon of exclusivity is in jeopardy if clear indication of participation at a agreeable level isn't secured.   |
|             | Warner Brothers          | Nolan      | 04/08/2010 | \$15,000,000  | \$0          | Warner Brother interested in talking about London right away. Would like to secure on of the two premiere movie studio positions during th Games. Paul met with Lynn on 5/4 with dinner to follow. We then met again with Lynn and the entire WB Team duiring upfront week - 5/18. Circle back and put a proposal in front of them... |
|             |                          |            |            | \$264,000,000 | \$23,200     |   |
| 50          | Aflac Insurance          | Clachko    | 04/08/2010 | \$5,000,000   | \$21,000     | 5/4/10 Paul & Jeff presented client with Vancouver recap in April. Account awarded to Mediavest - Chris 's group. Chris says they won't be ready to discuss 2012 until early next year.   |
|             | Allstate Insurance       | Clennon    | 04/08/2010 | \$10,000,000  | \$0          | Expect client exclusive plan feedback/decision w/o 10/11. Present HOF program to client 9/14.9/10 Exclusive plan submitted to agency. Awaiting feedback. 5/25 Delivered recap. 6/12 Provided research follow-up.  |
|             | Bank Of America          | Clennon    | 04/08/2010 | \$10,000,000  | \$0          | Client is vetting internally and awaiting feedback. Client is 9/15 presented USOC opportunity. Agency recap delivered 5/26.   |
|             | Best Buy Company, Inc.   | Clennon    | 04/08/2010 | \$3,000,000   | \$0          | Building custom content program concept with expected presentation date late Q1 2011. Met with Keith Bryan and Rebecca Lambert 10/4. Client recap delivered 6/3.  |
|             | DIRECTV                  | McCavanagh | 04/08/2010 | \$10,000,000  | \$76,000     | 9/22 Meeting with DIRECTV on 9/28 to deliver recap.   |
|             | Dreamworks SKG           | Nolan      | 04/08/2010 | \$15,000,000  | \$0          |   |
|             | E-Trade Securities       | Clennon    | 04/08/2010 | \$3,000,000   | \$0          | Agency communicated that they would like to consider a deal tied to account acquisition metrics. Agency recap delivered 5/26.   |
|             | Edward Jones Investments | Clennon    | 04/08/2010 | \$5,000,000   | \$0          | JV meeting set for 11/11 in STL. Confirm receipt of JV opportunity letter. Agency recap delivered 5/25.   |
|             | Go Rving Coalition       | Clennon    | 04/08/2010 | \$1,500,000   | \$32,000     | Discussed the option of doing a London deal before his retirement to no avail. Per Gary, they are interested in London, but budgets are contingent on proir year sales.   |
|             | Goodyear                 | McCavanagh | 04/08/2010 | \$5,000,000   | \$0          | 9/22 Setting up a meeting with Gagne in October to discuss ariels.  |
|             | J.C. Penney Co.          | Clachko    | 04/08/2010 | \$5,000,000   | \$0          | Met with Robin Thomas in Dallas in August. next step is for Clennon to meet with planners in Chicago  |
|             | Kraft Foods              | Clachko    | 04/08/2010 | \$5,000,000   | \$0          | meeting set for 9/23 in Tarrytown with Gary Gruneberg   |
|             | Ladders, The             | Clennon    | 04/08/2010 | \$2,000,000   | \$0          | Agency recap meeting delivered 6/3. Next steps include gathering Vancouver success story findings from client and possible client interview depending on findings.  |
|             | London Tourism           | Snelleman  | 04/08/2010 | \$5,000,000   | \$0          | Have dinner set up w/ client in LA on Oct 28, which will provide opportunity to discuss next steps.   |

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|-------------|-----------------------------|------------|------------|---------------|--------------|--|
|             | Lucas Arts Entertainment    | Dunning    | 04/08/2010 | \$1,540,000   | .            |  |
|             | Mazda                       | Dunning    | 04/08/2010 | \$2,000,000   | .            |  |
|             | MillerCoors                 | Nolan      | 04/08/2010 | \$15,000,000  | \$4,500      | Constant communication with MillerCoors for London. Met with Brand Managers and Media team in Chicago on 9/14. Seth had lunch with Any E. on 9/21. We will be putting a multi sport multi year deal in front of MillerCoors in the next couple of weeks, Olympics, NFL, Hockey, Tennis. Challenges for Olympics - Cost prohibitive, hard for MC to justify high CPMs vs other sports they buy, carving out space for the different brands to feel big... Good News - timing is perfect, client passionate about the Olympics, very strong relationships, invade A-B... |
|             | Omega Watches               | Clachko    | 04/08/2010 | \$4,000,000   | \$0          | won't be ready to talk until 2011  |
|             | Samsung Electronics         | Clennon    | 04/08/2010 | \$10,000,000  | \$0          | Mr. Kwon contacting GZ to discuss brainstorming session dates. 9/8 NY meeting with Mr Kwon, positive meeting with discussion of improved partnership in future. Discussing IOC definition expansion. Handsets division conversations on hold pending ATT deal. Will need understand what can be offered given the ATT deal.  |
|             | Visit Britain               | Snelleman  | 09/22/2010 | \$10,000,000  | \$23,000     | 10/4: Paul met with the Wales Client at Ryder Cup, paired w/ meeting the overall VB group in London the end of June for Wimbledon, presented Tourism case study. Hoping to get idea of Govt financing from UK in November for US marketing push. Paul & I setting up meeting w/ Laurence Bresh's group for Feb 2011  |
|             |                             |            |            | \$127,040,000 | \$156,500    |  |
| 30          | Columbia Sportswear         | Dunning    | 04/08/2010 | \$150,000     | \$45,000     |  |
|             | MGM Studios, Inc            | Dunning    | 04/08/2010 | \$2,300,000   | \$0          |  |
|             | eHarmony Inc                | Dunning    | 04/08/2010 | \$0           | \$0          |  |
|             |                             |            |            | \$2,450,000   | \$45,000     |  |
| 10          | 21st Century Insurance      | Dunning    | 04/08/2010 | \$200,000     | \$0          |  |
|             | 5 Hour Energy               | Shelata    | 04/15/2010 | \$0           | \$32,000     |  |
|             | ABC Family                  | Clachko    | 04/08/2010 | \$0           | \$0          |  |
|             | ADT Security Services, Inc. | Shelata    | 04/08/2010 | \$2,000,000   | \$0          |  |
|             | Aarp                        | Clennon    | 04/08/2010 | \$2,460,000   | \$32,000     | Client based in DC, requesting assistance from KM to setup and deliver client meeting.   |
|             | Abbott Laboratories         | McCavanagh | 04/08/2010 | \$0           | \$0          | Clachko  |
|             | Acer America Corporation    | McCavanagh | 04/08/2010 | \$0           | \$4,300      | 9/22 Acer has officially passed on the category. I have reached out to Anton and Guiditta a number of times and have received no response.   |
|             | Active Media                | Wilson     | 04/08/2010 | \$230,000     | \$0          |  |
|             | Acura                       | Dunning    | 04/08/2010 | \$150,000     | \$0          |  |
|             | Adidas                      | McCavanagh | 04/08/2010 | \$6,500,000   | \$0          | 9/22 Working with Charles Pokress, planner from Carat LA, to set up a meeting with Brit the client in Portland. We discussed potential sponsorship opportunities. Waiting on some dates from Charles for the meeting.  |

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|-------------|---|------------|------------|--------------|--------------|--|
|             | Alberto Culver                                | McCavanagh | 04/08/2010 | \$0          | \$54,000     |  |
|             | Allergan                                      | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | Allianz Versicherungs Ag                      | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | Ally Bank                                     | Clachko    | 07/19/2010 | \$0          | \$0          | working on setting up meeting  |
|             | Amazon.com                                    | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | American Coalition for Clean Coal Electricity | McCavanagh | 04/08/2010 | \$2,148,900  | \$0          | 9/22 Met with Penny over the summer and delivered Post Olympic Recap. Will follow up with her on Sports and Olympics going forward. 5/14/10 Recap meeting set for 5/20 at 3pm with Penny.  |
|             | American Electric Power Company INC           | Shelata    | 04/15/2010 | \$0          | \$43,000     |  |
|             | American Heart Association                    | Shelata    | 04/08/2010 | \$500,000    | \$14,500     |  |
|             | American Petroleum Institute                  | McCavanagh | 04/08/2010 | \$0          | \$0          | 9/22 Delivered the Recap to Dave with Paul and Tim on 5/20. Tim following up on Uni Sports opportunities. Will stay close to Dave as the Games approach. 5/14/10 API Recap set for 5/21/10 in DC.  |
|             | American Standards                            | Clachko    | 04/08/2010 | \$2,350,000  | \$0          |  |
|             | Ameriprise Financial, Inc                     | Nolan      | 04/08/2010 | \$0          | \$23,000     | Close to getting a deal done in Vancouver. continue to work with client Stu Burkoff and Initiative to get a derqal done for London.  |
|             | Ameritrade                                    | Clachko    | 04/08/2010 | \$0          | \$54,000     | met with Francois on 8/2 to have initial discussion. Client, Robert Haverback being invited to Ryder Cup   |
|             | Apple Inc.                                    | Clachko    | 04/08/2010 | \$0          | \$0          | will be very close in decision   |
|             | Applebee's                                    | McCavanagh | 04/08/2010 | \$0          | \$2,330      |  |
|             | Arbys Restaurant Group Inc.                   | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | Archer Daniels Midland                        | Clennon    | 04/08/2010 | \$0          | \$0          | Per client, No consumer facing advertising planned for 2011.   |
|             | Asics   | Snelleman  | 04/08/2010 | \$5,000,000  | \$0          | Meeting with Andrea Bullock on Oct 22 in San Diego to discuss Vancouver highlights and plans for Asics leading into London   |
|             | AstraZeneca                                   | Clachko    | 04/08/2010 | \$0          | \$0          | Paul to set up meeting with Earl Black   |
|             | Atos Origin                                   | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | Audi Of America, Inc                          | Nolan      | 04/08/2010 | \$0          | \$49,000     | Waiting feed back from BMW and on our proposal. Once I get the green light, will schedule meeting in Herndon, VA with Benny and Loren Angelo. Met with Benny Lawrence week of 5/17 (21 Club dinner). Will schedule Vancouver Recap in once we have post BMW strategy and begin discussions for London. |
|             | Autotrader.com                                | Shelata    | 04/08/2010 | \$2,000,000  | \$0          |  |
|             | Avis Rent A Car                               | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | Avon Products, Inc.                           | Clachko    | 04/08/2010 | \$2,134,000  | \$54,000     | per Mitch they won't have the budget for it  |
|             | BBC America                                   | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | BC Tourism                                    | Snelleman  | 04/08/2010 | \$2,000,000  | \$15,000     | Client encouraged by tourism #s from the US and positive press from the deal, keeping London on "to-do" list, and will re-visit opportunity in early 2011 for update.  |

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|             | BRP International               | Shelata    | 04/08/2010 | \$500,000    | \$0          |   |
|             | Bayer AG                        | Nolan      | 04/08/2010 | \$0          | \$0          |   |
|             | Best Western International Inc. | Snelleman  | 04/08/2010 | \$0          | \$0          | 7/14: Hilton exclusive, no-go   |
|             | Big Lots!                       | Clachko    | 04/08/2010 | \$0          | \$0          |   |
|             | Bissell                         | Clachko    | 04/08/2010 | \$0          | \$0          |   |
|             | Blackrock Group                 | McCavanagh | 07/19/2010 | \$0          | \$0          |   |
|             | Boehringer-Ingelheim            | Nolan      | 04/08/2010 | \$0          | \$0          |   |
|             | Boeing                          | Nolan      | 04/08/2010 | \$3,280,000  | \$14,800     |   |
|             | Bridgestone Americas Inc        | Clennon    | 04/08/2010 | \$0          | \$0          | Drafting Super Bowl Halftime Show/Winter Classic/Olympic investment concept with expected presentation date late Q1 2011. 9/30 meeting set with planning team in Dallas. Will discuss potential of plus-ing up Winter Classic and SB half time show for Olympic investment.   |
|             | Bristol-Myers Squibb            | Clachko    | 04/08/2010 | \$0          | \$12,000     | working on setting up planner meeting   |
|             | Bush Brothers and Company       | Montemayor | 07/26/2010 | \$500,000    | \$0          |   |
|             | CVS Caremark                    | McCavanagh | 04/08/2010 | \$0          | \$0          | No longer at Hill Holiday   |
|             | Campbell Soup Company           | Clachko    | 04/08/2010 | \$0          | \$0          |   |
|             | Canon USA                       | Nolan      | 04/08/2010 | \$0          | \$0          |   |
|             | Capital One                     | Clachko    | 04/08/2010 | \$150,000    | \$0          | trying to set up meeting with Patty Dewwes  |
|             | Careerbuilder.Com               | Clennon    | 04/08/2010 | \$0          | \$0          | Lunch with the CMO set for 10/21. Discussing potential SB/Olympic play.   |
|             | Cargill                         | Clennon    | 04/08/2010 | \$0          | \$0          | Meeting set with agency 10/5. Will develop client game plan based on meeting discussion.  |
|             | Carnival Cruises                | McCavanagh | 04/08/2010 | \$0          | \$0          | 9/22 Met with Carnival client and agency on June 8th. Jim was extremely pleased with their participation in the games, but the Summer Games are a dead/black period for their industry, focussing on local deals if anything at all. The likelihood of anything happening with them is very low. The time period does not work, but he said you never know and to follow up as we get closer. |
|             | Cars.Com                        | Clachko    | 04/08/2010 | \$0          | \$23,000     |   |
|             | Celebrity Cruises               | McCavanagh | 04/08/2010 | \$0          | \$0          |   |
|             | Chamberlain                     | Clennon    | 04/08/2010 | \$500,000    | \$0          |   |
|             | Charles Schwab                  | McCavanagh | 04/08/2010 | \$5,000,000  | \$0          | 9/22 Coordinating a meeting with Steve Agase, the agency and the client Mike Naughton to discuss the Rings sponsorship opportunity.   |
|             | Chattem, Inc                    | McCavanagh | 04/08/2010 | \$0          | \$0          |   |
|             | Chesapeake Energy Corporation   | Clennon    | 04/08/2010 | \$0          | \$14,000     |   |
|             | Chevron Corporation             | Nolan      | 04/08/2010 | \$0          | \$0          |   |
|             | Chili's                         | McCavanagh | 04/08/2010 | \$0          | \$32,000     | 9/22 Meeting with Guy Rancourt in Wales to discuss next steps and opportunities for Chilis.   |
|             | Chiquita Brands Inc.            | Shelata    | 04/08/2010 | \$500,000    | \$0          |   |

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|             | Choice Hotels International | McCavanagh | 04/08/2010 | \$0           | \$0          |  |
|             | Chrysler Group LLC          | McCavanagh | 04/08/2010 | \$0           | \$0          | 9/22 Holding off conversations till BMWGM is resolved.   |
|             | Church & Dwight             | Snelleman  | 04/08/2010 | \$0           | \$0          |  |
|             | Cisco Systems               | McCavanagh | 04/08/2010 | \$0           | \$0          |  |
|             | Citibank                    | Nolan      | 07/19/2010 | \$0           | \$0          | We have Mark Ingall joining us at Ryder Cup. Will engage him on thoughts of the USOC Joint marketing partnership. Had discussions with Bruce at Mediaedge and following up with him the week of 9/27 to schedule formal meeting.   |
|             | Citizens Financial Group    | Nolan      | 07/19/2010 | \$0           | \$23,000     | Paul Spoke with Diane at Citizens where we were told that Citizens is really only focused on a handful of makets and if the did anything, most likely work wi htthe affiliates.. Told us RBS was quiet through 2011 until all Tarp funds are repaid...   |
|             | Citizens Watches            | McCavanagh | 04/08/2010 | \$143,000,000 | \$0          |  |
|             | Clorox Company              | Clachko    | 04/08/2010 | \$0           | \$0          | will be a small UF player.   |
|             | Coldwell Banker             | Nolan      | 04/08/2010 | \$14,367,000  | \$4,300      |  |
|             | Conagra Foods               | Nolan      | 04/08/2010 | \$3,000,000   | \$0          | Spoke with Fernando Arriola - Sr director media marketing at Conagra in Omaha... London Olympics is of interest and they enjoyed their presence in Vancouver. Receptive to us comin gout there for a meeting this fall - asked that we wait until end of September to follow up... Targeting end of October for the meeting... |
|             | Cooper Tires                | Montemayor | 04/08/2010 | \$1,000,000   | \$0          | Not a Chicago account. Marc USA, Pittsburgh (detroit)  |
|             | Corona Beer                 | Clachko    | 04/08/2010 | \$0           | \$0          |  |
|             | Credit Suisse Group         | McCavanagh | 07/19/2010 | \$0           | \$0          |  |
|             | Curves International, Inc   | McCavanagh | 04/08/2010 | \$0           | \$34,000     |  |
|             | DYMO                        | McCavanagh | 04/08/2010 | \$432,000     | \$0          | No longer at Deutsch   |
|             | Dannon Company, Inc.        | Clachko    | 04/08/2010 | \$0           | \$8,700      |  |
|             | Darden, Inc.                | Clachko    | 04/08/2010 | \$0           | \$0          | need help getting in to see client. thye have refused to see us and have not been interested in the Olympics   |
|             | De Beers Consolidated Mines | McCavanagh | 04/08/2010 | \$0           | \$0          |  |
|             | Del Monte Foods             | Clennon    | 04/15/2010 | \$0           | \$0          |  |
|             | Dell Inc.                   | Clachko    | 04/08/2010 | \$0           | \$32,000     |  |
|             | Deloitte & Touche           | Nolan      | 04/08/2010 | \$0           | \$0          | USOC Sponsors for 2010 and 2012 Games. Passed on Vancouver... Will be making contact with them right away about London. Expect they will pass... Agency iis Keiler in Connecticut. USOC deal was done for Deloitte's Canadian branch for Vancouver...  |
|             | Delta Airlines              | McCavanagh | 04/08/2010 | \$0           | \$4,300      | 9/22 Category Exclusivity with United.   |
|             | Delta Faucet Company        | Clennon    | 04/08/2010 | \$2,000,000   | \$0          | Scheduling Indianapolis trip to meet with Delta & Lilly clients.. 5/25 Delivered recap to agency.  |
|             | Diamond Foods Inc           | Nolan      | 04/08/2010 | \$214,000     | \$0          |  |



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|-------------|---------------------------------------|------------|------------|--------------|--------------|---|
|             | Dick's Sporting Goods                 | Shelata    | 04/08/2010 | \$1,000,000  | \$0          |   |
|             | Dish Network                          | Clachko    | 04/08/2010 | \$5,000,000  | \$0          | Dish has left Compass Point Media, moved to Horizon Media.  |
|             | Dole Foods                            | McCavanagh | 04/08/2010 | \$0          | \$0          |   |
|             | Domino's Pizza Inc.                   | McCavanagh | 04/08/2010 | \$0          | \$0          |   |
|             | Dow Chemical Co.                      | Nolan      | 04/08/2010 | \$0          | \$14,500     | Dow is now a TOP Sponsor and we have begun engaging them for London. Meetings have taken place in Chicago with Planning and account team out of FCB and conversations are taking place through Initiative in NY. Bob Long was invited to Ryder Cup. Feeling is we will get something done. Need to get client to come up with money that is outside their normal media dollars as they spend very little money in National TV. Dow is apparently getting ready to activate their rings partnership with some print advertising. Next Dow internal meeting is on 9/23 from which we hope to get some more direction. |
|             | Dupont                                | McCavanagh | 04/08/2010 | \$0          | \$4,500      |   |
|             | Eastman Kodak Company                 | McCavanagh | 04/08/2010 | \$0          | \$1,900      |   |
|             | Ebay.Com                              | Nolan      | 04/08/2010 | \$0          | \$0          |   |
|             | Edible Arrangements International Inc | Nolan      | 04/08/2010 | \$0          | \$45,000     |   |
|             | Eli Lilly                             | Clachko    | 04/08/2010 | \$1,650,000  | \$0          | clennon setting up client meeting in Indy   |
|             | Elizabeth Arden                       | Nolan      | 04/08/2010 | \$0          | \$0          |   |
|             | Estee Lauder                          | McCavanagh | 04/08/2010 | \$0          | \$0          |   |
|             | Ethan Allen Global Inc                | Nolan      | 04/08/2010 | \$0          | \$34,000     |   |
|             | Expedia.Com                           | Clachko    | 04/08/2010 | \$0          | \$45,000     |   |
|             | Exxon                                 | Nolan      | 04/08/2010 | \$0          | \$0          | Interested in our discussions with BP. Keep client / agency up to date with BP Exclusivity discussions. Gulf situation over now and Exxon thinking of advertising again in October...   |
|             | FedEx Corporation                     | Clachko    | 04/08/2010 | \$0          | \$34,000     | need to set up meeting with Pacheco   |
|             | Fidelity Investments                  | McCavanagh | 04/08/2010 | \$10,000,000 | \$0          | 9/22 Next steps Paul was reaching out to the agency to coordinate a meeting with Denuta for the Rings/Financial services category. Need to follow up on when that meeting is scheduled. 6/16 Met with Hill Holiday (Tracy Reiner) on June 8th and delivered their recap. The agency was very happy with the presence in the Games as was Denuta the client who I had dinner with 2 weeks prior to the meeting. Next steps are to set up a meeting with Denuta to take her through our learnings, she was not able to make our meeting.  |
|             | Focus Features                        | Clachko    | 04/08/2010 | \$0          | \$0          |   |
|             | Ford Motor Company                    | Shelata    | 04/08/2010 | \$0          | \$0          |   |
|             | Fox Filmed Entertainment              | Clachko    | 04/08/2010 | \$0          | \$0          |   |
|             | Franklin Templeton Investments        | Snelleman  | 07/19/2010 | \$0          | \$39,000     | Not a Chicago account. West Coast Account.  |
|             | Frito-Lay                             | McCavanagh | 04/08/2010 | \$0          | \$0          |   |

| Probability | Client                            | Champ      | Modified   | Total_Budget | Digital_Bugt | Deal_comments  |
|-------------|-----------------------------------|------------|------------|--------------|--------------|--|
|             | Ftd                               | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Full Tilt Poker                   | Paredes    | 04/08/2010 | \$0          | \$0          |  |
|             | Gap                               | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | Garmin International              | Clennon    | 04/08/2010 | \$0          | \$3,400      | Contingent on ATT GPS exclusivities, prospecting with focus on NGB relationship. Looking to discuss how we can highlight their products used by Olympic athletes. Looking to schedule meeting around Hallmark recap. |
|             | General Mills                     | Clachko    | 04/08/2010 | \$0          | \$0          | Clennon meeting with client in Minneapolis on 10/15  |
|             | Gerber Products Company           | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Glaxosmithkline Plc               | Nolan      | 04/08/2010 | \$5,000,000  | \$43,000     | Lunch meeting with client Scott Grenz on 9/20 following up on our discussions from initial meeting on 5/19... Scott will be instrumental in helping us get to the GSK brand managers...                              |
|             | Global Wireless Entertainment     | Paredes    | 04/08/2010 | \$0          | \$0          |  |
|             | Go Daddy.Com                      | Clennon    | 04/08/2010 | \$0          | \$0          | Efficiency buying-based client, Monitoring ALAB Sports conversations concerning the SB.  |
|             | Google Inc                        | Wilson     | 04/08/2010 | \$0          | \$0          |  |
|             | Great Clips                       | Clennon    | 04/08/2010 | \$0          | \$3,200      |  |
|             | H&R Block, Inc.                   | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Haier                             | McCavanagh | 04/08/2010 | \$0          | \$43,000     |  |
|             | Hallmark Cards                    | Clennon    | 04/08/2010 | \$1,000,000  | \$0          | 10/20 Agency recap set. Coordinating client recap with TBD KC trip.  |
|             | Hanesbrands Inc                   | Clennon    | 04/08/2010 | \$0          | \$14,390     | 10/15 meeting set with planning team.  |
|             | Harley-Davidson Motor Company     | Clennon    | 04/15/2010 | \$0          | \$14,000     | Agency in transition. Will look to schedule client meeting to align with Kohl's Milwaukee trip in late October 09.   |
|             | Hartford Financial Services Group | Clennon    | 04/08/2010 | \$0          | \$0          | Agency meeting set 10/5. CBS NCAA tournament must-spend directs media spend.   |
|             | Hasbro Inc                        | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | Heineken, Usa                     | Clachko    | 04/08/2010 | \$0          | \$43,000     |  |
|             | Hershey Company, The              | Clachko    | 04/08/2010 | \$0          | \$0          | would be a small player if Miller Coors were to pass   |
|             | Hertz Corp.                       | Clachko    | 04/08/2010 | \$1,480,000  | \$0          |  |
|             | Hewlett-Packard Company           | Clachko    | 04/08/2010 | \$0          | \$0          | Seth and Peter Foss setting up meeting   |
|             | Hewlett-Packard Company           | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | Hewlett-Packard Company           | Clachko    | 04/08/2010 | \$0          | \$0          | Seth and Peter Foss setting up meeting   |
|             | Hewlett-Packard Company           | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | Home Box Office                   | Clachko    | 04/08/2010 | \$0          | \$23,000     |  |
|             | Home Depot                        | Nolan      | 04/08/2010 | \$3,000,000  | \$43,000     |  |
|             | Honda                             | Snelleman  | 04/08/2010 | \$3,500,000  | \$0          | Awaiting outcome of other autos for category   |
|             | Hormel Foods                      | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Hotels.Com                        | Clachko    | 04/08/2010 | \$0          | \$0          |  |

| Probability | Client                                | Champ      | Modified   | Total_Budget | Digital_Bugt | Deal_comments   |
|-------------|---------------------------------------|------------|------------|--------------|--------------|---|
|             | Hulu LLC                              | Dunning    | 04/08/2010 | \$0          | \$0          |   |
|             | Hyundai Motor Company                 | Nolan      | 04/08/2010 | \$0          | \$0          |   |
|             | IBM                                   | McCavanagh | 04/08/2010 | \$0          | \$0          |   |
|             | ING Group                             | Clachko    | 04/08/2010 | \$3,500,000  | \$54,000     | Paul working with Ginsberg to set up meeting with Ann Glover  |
|             | Identity Guard                        | Clachko    | 04/08/2010 | \$0          | \$0          |   |
|             | Intel                                 | McCavanagh | 04/08/2010 | \$0          | \$9,800      | Clachko   |
|             | International House Of Pancake (IHOP) | McCavanagh | 04/08/2010 | \$0          | \$0          | 9/22 Conflicts with Coke as they have coffee in their ads.  |
|             | Intuit Inc                            | Dunning    | 04/08/2010 | \$0          | \$32,000     |   |
|             | JM Smucker Co                         | Nolan      | 04/08/2010 | \$0          | \$0          |   |
|             | JP Morgan Chase                       | Clachko    | 04/08/2010 | \$0          | \$0          | trying to set up CMO meeting to discuss Financial category  |
|             | Jack Links                            | Clennon    | 04/15/2010 | \$0          | \$2,300      | Potential cable play. Creative would need to be vetted with Standards in advance. NCAA presence due to shifting existing SEC FB \$ based on product material shortage. 10/5 agency meeting set. |
|             | Jenny Craig, Inc                      | McCavanagh | 04/08/2010 | \$0          | \$0          |   |
|             | Joe's Crab Shack                      | Clennon    | 04/08/2010 | \$0          | \$0          | Will coordinate client meeting with tbd Houston trip.   |
|             | John Deere & Company                  | McCavanagh | 04/08/2010 | \$0          | \$19,000     |   |
|             | John Hancock                          | McCavanagh | 04/08/2010 | \$0          | \$0          |   |
|             | Johnson & Johnson                     | McCavanagh | 04/08/2010 | \$0          | \$0          |   |
|             | K Mart Corporation                    | Nolan      | 04/08/2010 | \$0          | \$4,300      |   |
|             | KAO Brands Company                    | Nolan      | 04/08/2010 | \$0          | \$0          |   |
|             | Kaplan, INC                           | Clachko    | 04/08/2010 | \$0          | \$0          |   |
|             | Kay Jewelers                          | Clachko    | 04/08/2010 | \$0          | \$4,300      | not a player for Summer games   |
|             | Kayak.com                             | Nolan      | 04/08/2010 | \$0          | \$0          | Dropped hold in Vancouver due to poor creative. Will look to revisit for London knowing they are interested in the Games...   |
|             | Kellogg Company                       | Clennon    | 04/08/2010 | \$0          | \$0          | Meeting set for 10/27. Building custom deck with Marketing. Need to discuss what ramifications an exclusive deal with Coke would have on Kellogg creative. In discussions with agency team.     |
|             | Kia Motors America                    | Nolan      | 04/08/2010 | \$0          | \$4,900      | Kia has advertised in the Olympics two Games in a row. \$5.0MM in both Beijing and Vancouver. digital will be important for London. BMW?  |
|             | Kimberly Clark Corp.                  | McCavanagh | 04/08/2010 | \$0          | \$34,000     |   |
|             | Kohler Co.                            | McCavanagh | 04/08/2010 | \$0          | \$0          |   |
|             | Koninklijke Philips Electronics       | McCavanagh | 04/08/2010 | \$0          | \$45,000     |   |
|             | Koninklijke Philips Electronics       | Robinson   | 04/19/2010 | \$500,000    | \$45,000     |   |
|             | Koninklijke Philips Electronics       | McCavanagh | 04/08/2010 | \$0          | \$0          |   |
|             | Koninklijke Philips Electronics       | Robinson   | 04/19/2010 | \$500,000    | \$0          |   |

| Probability | Client                        | Champ      | Modified   | Total_Budget | Digital_Bugt | Deal_comments  |
|-------------|-------------------------------|------------|------------|--------------|--------------|--|
|             | Korean Airlines               | Snelleman  | 04/08/2010 | \$0          | \$0          | 7/14: UAL exclusive pending, no-go   |
|             | L'Oreal USA                   | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | LG Electronics                | McCavanagh | 04/08/2010 | \$0          | \$322,200    |  |
|             | Legalzoom                     | Snelleman  | 04/19/2010 | \$1,000,000  | \$0          | Moving along w/ Airplane deal, will present recap deck of 2010 deal in January, and discuss 2011 plans   |
|             | Lendingtree.Com               | Clachko    | 07/19/2010 | \$0          | \$0          |  |
|             | Levi Strauss & Company        | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Lexus                         | Clachko    | 04/08/2010 | \$0          | \$0          | waiting for auto category to play out before we approach   |
|             | Lifetime Television           | Clachko    | 04/08/2010 | \$0          | \$3,200      |  |
|             | Lincoln Financial Group       | Clachko    | 07/19/2010 | \$0          | \$0          | Brum in contact with and setting up meeting with the Woz.  |
|             | Lindt & Sprungli (USA)        | Clachko    | 04/08/2010 | \$320,000    | \$0          |  |
|             | Lionsgate                     | Dunning    | 04/08/2010 | \$0          | \$0          |  |
|             | Living Essentials             | Clachko    | 07/23/2010 | \$2,000,000  | \$0          |  |
|             | Long John Silvers             | Paredes    | 07/23/2010 | \$500,000    | \$43,000     |  |
|             | Lowe's                        | Clachko    | 04/08/2010 | \$0          | \$0          | per MCGovern they have no interest or money  |
|             | Luxoticca                     | Dunning    | 04/08/2010 | \$300,000    | \$0          |  |
|             | Luxoticca                     | Clennon    | 04/08/2010 | \$0          | \$0          |  |
|             | Luxoticca                     | Dunning    | 04/08/2010 | \$300,000    | \$0          |  |
|             | Luxoticca                     | Clennon    | 04/08/2010 | \$0          | \$0          |  |
|             | MSI Computer Corp             | Snelleman  | 04/08/2010 | \$2,000,000  | \$0          | 7/14: cleint has pulled back plans to launch in US market, TBD on 2012 plans   |
|             | Maglite                       | Paredes    | 04/08/2010 | \$0          | \$0          |  |
|             | Marathon Oil, CORP            | Shelata    | 04/08/2010 | \$500,000    | \$0          |  |
|             | Marriott Hotels               | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | Marvel Comics                 | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Maybelline-Garnier            | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Mederma                       | Shelata    | 04/08/2010 | \$500,000    | \$14,000     |  |
|             | Mercedes Benz                 | Nolan      | 04/08/2010 | \$0          | \$0          | Mercedes had concerns over Audi / BMW spending in Vancouver. Will be paying close attention to BMW's official parentship and level of spend in London. |
|             | Merck & Company               | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | Merck & Company               | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Merck & Company               | Nolan      | 04/08/2010 | \$0          | \$4,300      |  |
|             | Merck & Company               | Clachko    | 04/08/2010 | \$0          | \$4,300      |  |
|             | Merrill-Lynch                 | Clennon    | 07/19/2010 | \$0          | \$0          | Discussing Merrill as part of BofA discussion.   |
|             | Michelin Tire                 | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | Michigan Econ. Develop. Corp. | Shelata    | 04/08/2010 | \$500,000    | \$0          |  |

| Probability | Client                                 | Champ      | Modified   | Total_Budget | Digital_Bugt | Deal_comments  |
|-------------|--|------------|------------|--------------|--------------|--|
|             | Microsoft                              | McCavanagh | 04/08/2010 | \$0          | \$5,400      | 9/22 working with Agency to nail down Olympic Recap meeting date.  |
|             | Miramax Films                          | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | Mitsubishi Motors                      | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Morgan Stanley Smith Barney            | Clennon    | 04/08/2010 | \$0          | \$32,000     | KM presented JV opt to client 9/21. Briefed agency on JV opportunity and that KM has had conversations with Christine Beacon concerning opportunity. KM has meeting scheduled 9/21 |
|             | Motorola                               | McCavanagh | 04/08/2010 | \$0          | \$0          | 9/22 Conflict with AT&T/Samsung  |
|             | Napa Auto Parts                        | Shelata    | 04/08/2010 | \$500,000    | \$23,000     |  |
|             | Nationwide Insurance                   | McCavanagh | 04/08/2010 | \$2,378,000  | \$0          |  |
|             | Nestle                                 | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Netflix Inc                            | McCavanagh | 04/08/2010 | \$0          | \$0          | 9/22 Netflix is extremely efficient and opportunistic. They had a very good experience in Vancouver and I will stay very close to them as the games approach.                      |
|             | New Balance, Inc.                      | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | New York Life Insurance                | Snelleman  | 04/08/2010 | \$0          | \$23,000     |  |
|             | Nikon                                  | Nolan      | 04/08/2010 | \$0          | \$32,000     |  |
|             | Nintendo Of America                    | Clennon    | 04/08/2010 | \$0          | \$13,402     | Q4 upfront player. Requesting LA office assistance with SF client.   |
|             | Nissan                                 | Clachko    | 04/08/2010 | \$0          | \$0          | we are waiting to see what happens with GM and BMW before moving forward with Nissan   |
|             | Nokia                                  | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Northern Trust                         | Clennon    | 07/19/2010 | \$0          | \$0          | Per client, no interest in pursuing a Rings discussion at this time. Confirmed that client has received JV letter.   |
|             | Norwegian Cruises                      | Clennon    | 04/08/2010 | \$0          | \$0          |  |
|             | Novartis                               | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Nutrisystem                            | Clachko    | 04/08/2010 | \$0          | \$98,700     | opportunistic advertiser   |
|             | Ocean Media-Client                     | Snelleman  | 04/08/2010 | \$0          | \$0          | 7/14: will be last minute participant given price requirements   |
|             | Office Depot                           | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Office Max                             | Clennon    | 04/08/2010 | \$0          | \$0          | Pursuing client meeting to discuss back to school timing discussion.   |
|             | Old Navy                               | Nolan      | 04/08/2010 | \$4,000,000  | \$0          | Anticipate approximately \$5.0MM between Old Navy / Gap. Have supported that past two Games. Been trying to schedule recap with agency and look to meet with clients in October.   |
|             | Ontario Ministry of Economic Dev Trade | Montemayor | 07/23/2010 | \$200,000    | \$0          |  |
|             | Oppenheimer Funds                      | McCavanagh | 07/19/2010 | \$0          | \$32,000     | Nolan  |
|             | Orbitz                                 | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Outback Steakhouse                     | McCavanagh | 04/08/2010 | \$0          | \$0          |  |

| Probability | Client                            | Champ      | Modified   | Total_Budget | Digital_Bugt | Deal_comments   |
|-------------|-----------------------------------|------------|------------|--------------|--------------|---|
|             | Overture Films                    | Nolan      | 04/08/2010 | \$3,000,000  | \$0          | Should be there at soem level... have participated in 3 of the last 4 games... All about the releases and they usually buy very last minute.  |
|             | Owens Corning                     | Shelata    | 04/08/2010 | \$500,000    | \$0          |   |
|             | PACSUN                            | Dunning    | 04/08/2010 | \$0          | \$320,000    |   |
|             | Pacific Life                      | Dunning    | 04/08/2010 | \$0          | \$0          |   |
|             | Panasonic Corporation             | Clachko    | 04/08/2010 | \$0          | \$4,300      | exclusive package submitted to them on 9/10/10. unlikely they will have \$30 mil for exclusive but may be able to work out a non-exclusive plan   |
|             | Papa John's International Inc.    | McCavanagh | 04/08/2010 | \$21,458,000 | \$0          |   |
|             | Paramount Pictures                | Nolan      | 04/08/2010 | \$0          | \$0          | Spoke with Ari Rosenfeld about finding out Paramount / Dreamworks intentions for London ASAP. Ari beleives this is way too early for them to focus on, however we have expalined that WB and other movie studios are inquiring about integrations and that if paramount wants to secure the same postion they had in Vancouver, they need to let us know very soon... |
|             | Pfizer                            | McCavanagh | 04/08/2010 | \$0          | \$0          | 9/22 Setting up a meeting with Mike in October to discuss the Games and meet with brand managers.   |
|             | Pfizer                            | McCavanagh | 04/08/2010 | \$0          | \$0          | 9/22 Met with Mike Law on 9/17 at a golf outing. We are setting up a more formal meeting in October to begin conversations for London.  |
|             | Pfizer                            | McCavanagh | 04/08/2010 | \$0          | \$2,300      | 9/22 Setting up a meeting with Mike in October to discuss the Games and meet with brand managers.   |
|             | Pfizer                            | McCavanagh | 04/08/2010 | \$0          | \$2,300      | 9/22 Met with Mike Law on 9/17 at a golf outing. We are setting up a more formal meeting in October to begin conversations for London.  |
|             | Pinnacle Foods Group              | Nolan      | 04/08/2010 | \$0          | \$0          |   |
|             | Pioneer Investments               | Clachko    | 04/08/2010 | \$0          | \$0          |   |
|             | Pizza Hut                         | Nolan      | 04/08/2010 | \$0          | \$4,300      |   |
|             | Pokerstars.Net                    | Clachko    | 04/08/2010 | \$0          | \$0          |   |
|             | Porsche AG                        | Clachko    | 04/08/2010 | \$0          | \$4,500      | Has left Chicago agency, moved to OMD, NY.  |
|             | Priceline.Com                     | Snelleman  | 04/08/2010 | \$0          | \$0          |   |
|             | Pricewaterhousecoopers            | Nolan      | 04/08/2010 | \$0          | \$0          |   |
|             | Procter & Gamble                  | Clachko    | 04/08/2010 | \$0          | \$0          | met with Greg, Janet and team in Cinci on 8/23. next step is to provide them with an exclusivity package by mid September   |
|             | Progressive Insurance Corporation | Shelata    | 04/08/2010 | \$4,500,000  | \$0          |   |
|             | Prudential                        | McCavanagh | 07/19/2010 | \$0          | \$0          | 9/22 Setting up a Financial Services meeting for October with Peggy. No past success with Prudential in the Games, they are very efficient in their buying.   |
|             | Quicken Loans                     | Shelata    | 04/08/2010 | \$1,000,000  | \$45,000     |   |
|             | Quiznos                           | Dunning    | 04/08/2010 | \$0          | \$0          |   |

| Probability | Client                           | Champ      | Modified   | Total_Budget | Digital_Bugt | Deal_comments  |
|-------------|----------------------------------|------------|------------|--------------|--------------|--|
|             | RE/Max                           | McCavanagh | 04/08/2010 | \$0          | \$3,200      |  |
|             | Radio Shack                      | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | Reckitt Benckiser                | Nolan      | 04/08/2010 | \$0          | \$3,000      |  |
|             | Research In Motion (RIM)         | Clennon    | 04/08/2010 | \$5,000,000  | \$0          | Pending Att handset category decision.   |
|             | Revlon                           | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | Royal Bank Of Scotland           | Nolan      | 04/08/2010 | \$2,546,770  | \$0          | New Client in Scotland - David Webb who we have gotten some response form and looking to meet him either in London or at the Ryder Cup in beginning of October. RBS has not really been active Nationally in a couple of years, however, their business is starting to turn around and the RBS of Americas is growing. RBS is majority owned by British Government. London could be perfect. |
|             | Royal Bank of Canada             | Shelata    | 04/08/2010 | \$500,000    | \$0          |  |
|             | Royal Caribbean International    | McCavanagh | 04/08/2010 | \$0          | \$15,000     |  |
|             | Rubbermaid, Inc.                 | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | Ruby Tuesday Inc                 | McCavanagh | 04/08/2010 | \$3,210,000  | \$0          |  |
|             | SC Johnson                       | Nolan      | 04/08/2010 | \$3,000,000  | \$34,000     |  |
|             | Sanofi-Aventis                   | McCavanagh | 04/08/2010 | \$0          | \$23,000     | Part of Chattem  |
|             | Sap America                      | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | Sara Lee Corporation             | Clennon    | 04/15/2010 | \$0          | \$0          | 11/3 Planning team meeting set. Pursuing dinner with CMO.  |
|             | Scottrade                        | Clennon    | 07/19/2010 | \$215,000    | \$0          | St. Louis based client, pursuing meeting to align with Edward Jones STL trip in Nov.   |
|             | Sears                            | Nolan      | 04/08/2010 | \$0          | \$0          | Nolan  |
|             | Sega                             | Dunning    | 04/08/2010 | \$167,000    | \$0          |  |
|             | Sepracor Inc                     | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | Serta International              | Shelata    | 04/08/2010 | \$1,000,000  | \$0          |  |
|             | Seventh Generation               | Clennon    | 04/08/2010 | \$0          | \$1,209      |  |
|             | Shell Oil Company                | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | Sherwin Williams Company, The    | Yorke      | 07/23/2010 | \$1,000,000  | \$0          |  |
|             | Showtime Networks                | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Siemens Corporation              | Nolan      | 04/08/2010 | \$0          | \$23,900     |  |
|             | Sony Electronics, Inc            | McCavanagh | 04/08/2010 | \$1,789,000  | \$0          |  |
|             | Sony Pictures Entertainment, Inc | McCavanagh | 04/08/2010 | \$0          | \$9,800      |  |
|             | Southwest Airlines               | Clennon    | 04/08/2010 | \$0          | \$23,000     | Direction pending United deal.   |
|             | Staples Inc                      | Nolan      | 04/08/2010 | \$0          | \$0          |  |
|             | State Farm                       | Clachko    | 04/08/2010 | \$0          | \$0          | Clennon taking lead  |
|             | Stubhub                          | Dunning    | 04/08/2010 | \$0          | \$0          |  |
|             | Subaru                           | McCavanagh | 04/08/2010 | \$0          | \$0          | 9/22 Holding on on conversations until GM/BMW is resolved.   |

| Probability | Client                            | Champ      | Modified   | Total_Budget | Digital_Bugt | Deal_comments  |
|-------------|-----------------------------------|------------|------------|--------------|--------------|--|
|             | Sun Life Financial                | Nolan      | 04/08/2010 | \$0          | \$0          | Scheduling Vancouver Recap with client Salley Bray in Mass for October. Agency asked that we circle back with them in October as well..  |
|             | Sundance Channel                  | Clachko    | 04/08/2010 | \$0          | \$3,200      |  |
|             | Suzuki                            | Clennon    | 04/08/2010 | \$0          | \$0          | Awaiting Auto category availability direction.   |
|             | T. Rowe Price                     | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | TD Ameritrade                     | Clachko    | 04/08/2010 | \$0          | \$0          | met with Francois at Mediavest - next step is to meet with Robert at TD  |
|             | TGI Fridays, Inc.                 | McCavanagh | 04/08/2010 | \$0          | \$4,500      | Clennon  |
|             | Teleflora Inc.                    | Dunning    | 04/08/2010 | \$0          | \$45,000     |  |
|             | Tiaa Cref                         | Clachko    | 04/08/2010 | \$3,200,000  | \$0          |  |
|             | Toyota                            | Clachko    | 04/08/2010 | \$0          | \$8,700      |  |
|             | Transamerica Corp.                | Clachko    | 04/08/2010 | \$0          | \$0          | waiting for auto category to play out  |
|             | Travelers Companies               | Nolan      | 04/08/2010 | \$7,000,000  | \$49,000     | Has left Chicago agency, moved to MediaCom.  |
|             | Travelocity                       | Clachko    | 04/08/2010 | \$0          | \$0          |  |
|             | Tyson Foods, Inc.                 | Clachko    | 04/08/2010 | \$0          | \$900        |  |
|             | UBS Inc                           | Clachko    | 07/19/2010 | \$0          | \$0          | Paula passed on 9/20 per Mitch   |
|             | UPS Store                         | Shelata    | 04/08/2010 | \$500,000    | \$32,000     |  |
|             | UPS United Parcel Service         | Clachko    | 04/08/2010 | \$0          | \$0          | will set up meeting when we are in Atlanta for Coke in October   |
|             | US Air Force                      | Clennon    | 04/08/2010 | \$700,000    | \$23,000     |  |
|             | US Army                           | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | US Bank                           | Shelata    | 04/08/2010 | \$2,000,000  | \$0          |  |
|             | US Chamber Of Commerce            | McCavanagh | 04/08/2010 | \$3,000,000  | \$2,300      | 9/22 Will stay close to agency on the account which like all political spends very close in.   |
|             | US Department of Veterans Affairs | Shelata    | 04/08/2010 | \$1,000,000  | \$0          |  |
|             | US Navy                           | Shelata    | 04/08/2010 | \$1,500,000  | \$34,000     |  |
|             | US Postal Service                 | Shelata    | 04/08/2010 | \$1,000,000  | \$0          |  |
|             | Under Armour                      | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | Unilever                          | McCavanagh | 04/08/2010 | \$2,300,000  | \$2,300      | 9/22 Spoke with Elen and she is coordinating a meeting with Jenny at Rob direction. We are just waiting on some dates for the meeting. 5/14/10 Working with Bill to re-set the meeting with Rob Masters. |
|             | Union Pacific                     | Clennon    | 04/08/2010 | \$0          | \$0          |  |
|             | Universal Orlando                 | Wilson     | 04/08/2010 | \$0          | \$0          |  |
|             | Universal Pictures                | Snelleman  | 04/08/2010 | \$0          | \$0          |  |
|             | University Of Phoenix             | McCavanagh | 04/08/2010 | \$0          | \$0          |  |
|             | Valero Energy Corp                | Clennon    | 04/08/2010 | \$0          | \$0          | Per the agency, Valero has been extremely challenged due to the high cost of their refining process and relatively low gasoline/oil prices. All national advertising is in question.                     |
|             | Verizon                           | Clachko    | 04/08/2010 | \$0          | \$78,000     |  |



| Probability | Client                                 | Champ     | Modified   | Total_Budget  | Digital_Bugt | Deal_comments   |
|-------------|--|-----------|------------|---------------|--------------|---|
|             | Versus Cable network                   | Clachko   | 04/08/2010 | \$0           | \$0          |   |
|             | Vestas Wind Systems                    | Nolan     | 04/08/2010 | \$0           | \$0          |   |
|             | Victoria's Secret                      | Clachko   | 04/08/2010 | \$0           | \$0          |   |
|             | Vizio Inc                              | Nolan     | 04/08/2010 | \$5,000,000   | \$32,000     | Client / Agency asking questions for London and what Panasonic's relationship prevents Vizio from doing if anything... Explained the dynamics to the agency and would like for us to continue to update them on any activity in their category... Seem most interested in 3D capabilities for London...                             |
|             | Volkswagen AG                          | Nolan     | 04/08/2010 | \$0           | \$0          | Volkswagen had been a \$10.0MM advertiser in the Games in years past. They did not participate in Vancouver due to timing (retail sales event) and lack of new car launches / creative. Will explore the Summer 2012 window for VW and get them back in the Games if there are no exclusivities preventing VW from participating... |
|             | Volvo                                  | Shelata   | 04/08/2010 | \$0           | \$8,900      |   |
|             | Walgreens                              | Clennon   | 04/08/2010 | \$0           | \$0          |   |
|             | Walt Disney Parks & Resorts            | Clennon   | 04/08/2010 | \$1,000,000   | \$34,000     | 9/29 meeting set with agency planners.  |
|             | Walt Disney Studios Home Entertainment | Snelleman | 04/08/2010 | \$0           | \$0          | Too early to gauge 2012 movie release and funding, but using this time to introduce the property to the new disney client.  |
|             | Waste Management                       | Clennon   | 04/08/2010 | \$3,000,000   | \$23,000     | Developing "green" package to present to client & Agency. To be scheduled on TBD Houston trip.  |
|             | Weinstein Company, The                 | Dunning   | 04/08/2010 | \$0           | \$0          |   |
|             | Weinstein Company, The                 | Snelleman | 04/19/2010 | \$1,000,000   | \$0          | 7/14: no direction yet on budget or realease schedule of films  |
|             | Weinstein Company, The                 | Dunning   | 04/08/2010 | \$0           | \$0          |   |
|             | Weinstein Company, The                 | Snelleman | 04/19/2010 | \$1,000,000   | \$0          | 7/14: no direction yet on budget or realease schedule of films  |
|             | Wells Fargo                            | Clachko   | 04/08/2010 | \$0           | \$0          | working on setting up meeting in San Francisco.   |
|             | Wm. Wrigley Jr. Company                | Clachko   | 04/08/2010 | \$0           | \$4,500      | setting up meeting with planners at Mediavest for mid October   |
|             | Wyndham Worldwide                      | Nolan     | 04/08/2010 | \$0           | \$0          |   |
|             | Zales                                  | Clennon   | 04/08/2010 | \$0           | \$0          | Holiday & limited Valentines player. Due to Summer timing participation doubtful.   |
|             | Zappos.com, Inc                        | Dunning   | 04/08/2010 | \$200,000     | \$0          |   |
|             |  |           |            | \$335,529,670 | \$2,836,331  |   |
| 0           | 1-800 Contacts, Inc.                   | Nolan     | 04/08/2010 | \$0           | \$2,300      |   |
|             | 3M Company                             | Nolan     | 04/08/2010 | \$1,450,000   | \$32,009     |   |
|             | AIG American International Group       | Nolan     | 04/08/2010 | \$1,230,000   | \$0          |   |
|             | Alticor Inc                            | Nolan     | 04/08/2010 | \$0           | \$0          |   |
|             | America Online                         | Nolan     | 04/08/2010 | \$0           | \$0          |   |
|             | American Century Companies Inc.        | Nolan     | 04/08/2010 | \$0           | \$13,290     |   |
|             | American Egg Board                     | Nolan     | 04/08/2010 | \$2,340,000   | \$0          |   |

| Probability | Client                  | Champ | Modified   | Total_Budget | Digital_Bugt | Deal_comments                  |
|-------------|-------------------------|-------|------------|--------------|--------------|--------------------------------|
|             | American Legacy         | Nolan | 04/08/2010 | \$0          | \$0          |                                |
|             | Aviva USA               | Nolan | 04/08/2010 | \$0          | \$0          |                                |
|             | Bausch & Lomb           | Nolan | 04/08/2010 | \$0          | \$13,400     |                                |
|             | Dairy Queen             | Nolan | 04/08/2010 | \$0          | \$14,300     |                                |
|             | Eggland's Best          | Nolan | 04/08/2010 | \$1,300,000  | \$0          |                                |
|             | New Line Cinema         | Nolan | 04/08/2010 | \$0          | \$0          |                                |
|             | New York Stock Exchange | Nolan | 07/19/2010 | \$0          | \$0          | Not a Chicago account, MPG NY. |
|             | Russell Stover          | Nolan | 04/08/2010 | \$1,569,000  | \$0          |                                |
|             |                         |       |            | \$7,889,000  | \$75,299     |                                |