

Gruman Nicoll
Attn: Lissa Gruman & Margaret Nicoll
10641 SE 25th St
Bellevue, Washington 98004

A) Project Description

Premium Design Works, the Vendor, has been asked by Lissa Gruman & Margaret Nicoll of Gruman Nicoll, the Client, to produce and develop a marketing and informational website with content management system for Gruman Nicoll, the Project, to be viewed publicly and privately via the world wide.

Said Project is intended to showcase the services of Gruman Nicoll to be viewed publicly by past, present and future customers of Gruman Nicoll. Said Project will also provide Gruman Nicoll with the capability to privately manage their website content via a content management system.

This site will be an HTML and Flash hybrid site with content management system to allow the Client to manage and update images and text. It will also feature a secure login for client access to press releases and client photography.

B) Content Requirements

Said Project will be produced by the Vendor with the following content requirements:

- 1) **Brand Imaging:** Said Project will incorporate the Gruman Nicoll logo and brand specifications as designed by and supplied by the Client.
- 2) **Photographic Images:** Said Project will incorporate photos as designed by and supplied by the Client. The Client will be responsible for approval and license of each photograph.
- 3) **Written Copy:** Said Project will incorporate written information as written by and supplied by the Client.

C) Technology Requirements

Said Project will be produced by the Vendor with the following technology requirements:

- 1) **Markup:** Markup code for said Project will be written in valid XHTML 1.0 Strict as to control the structure of website components, including: navigational elements, photos and text. Said markup code will adhere to standards as set forth by the W3C.
- 2) **Presentation:** Presentation code for said Project will be written with Cascading Style Sheets as to control the design and layout of the website components, including: navigational elements, photos and text. Said Presentation code will adhere to standards as set forth by the W3C.
- 3) **Animation:** Animation of said Project will be done using Adobe Flash as to control and present the animation of the website's photographic animation elements.
- 4) **Scripting:** Scripting code for said Project will be written in Javascript as to control item applications, including: rollover images, slide shows, and pop-up windows. PHP will be written as to control elements that interact with the server and the database, including: data forms and content management applications.
- 5) **Database:** The database for said Project will be written using MySQL as to control database functionality for website, content management system and client access portal components.

D) Project Phases

Said Project will be produced by the Vendor as described in the following phases:

- 1) **Discovery:** The Vendor will meet with the Client to clarify objectives, identify preferences, uncover potential marketing and business solutions, discuss goals, and analyze overall needs for said Project.
- 2) **Production:** The Vendor will be responsible for producing website template pages from the Client's design with the requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.
- 3) **Development:** The Vendor will be responsible for developing the content management system and client access portal with the requirements in the manner as stated above for the Client's review, approval and sign off.
- 4) **Launch:** The Vendor will be responsible for launching said Project to the Client's server space.

F) Project Fees

The Client, will adhere to fees for said Project described as follows:

Description	Hours:	Rate:	Cost:
Template Production	30	\$75.00	\$2,250.00
Flash Animation	20	\$75.00	\$1,500.00
Content Management System Development	40	\$75.00	\$3,000.00
Client Access Portal Development	20	\$75.00	\$1,500.00
			\$8,250.00 - Total Cost

G) Rights of Usage

The Client, will adhere to rights of usage for said Project described as follows:

- 1) All project code written by the Vendor will remain copyright of the Vendor.
- 2) The Client is granted usage rights of said Project as produced and developed by the Vendor to be used via the World Wide Web only.

H) Project Terms

The Client, will adhere to terms for said Project described as follows:

- 1) Fees are to incorporate terms of said proposal only and will be billed as a **flat fee of \$8,250.00**. This fee will cover costs of project as mentioned above only.
- 2) The client shall pay a **50% deposit of \$4,125.00** to Premium Design Works as approval of proposal and as an agreement to start work on said Project.
- 3) The **remaining sum of \$4,125.00** and additional design and production fees if necessary, cost of materials and any other relative costs will be due upon launch of said Project.
- 4) Any other vendor fees such as domain registration, ISP, etc. are to be negotiated and billed separately by the respected vendors and are not the responsibility of Premium Design Works.
- 5) The client shall be responsible for any additional changes to the scope and terms of said Project to be billed at a cost of \$75/hr. The client's approval shall be obtained before any additional fees are assessed.
- 6) If at any time the Project is halted or cancelled by the Client, including but not limited to phase acceptance delay longer than 30 days, Premium Design Works reserves the right to invoice the client for the remaining sum before work may continue.

- 7) The Client shall be responsible for the amount of 1-1/2% interest to be applied monthly to all overdue balances.
- 8) The Client shall assume responsibility for collection of legal fees necessitated by default in payment.
- 9) The grant of usage rights is conditioned on receipt of final payment.

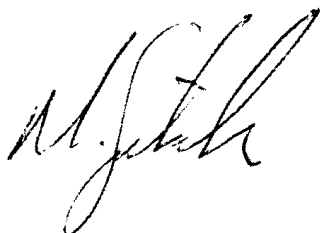
I) Project Approval

- 1) Upon reading the above stated Project Proposal, please send a check for said deposit via mail to:

Premium Design Works
13612 14th Avenue South
Burien, Washington
98168

- 2) By receiving the deposit check with signature of the Client this Project Proposal is considered "agreed upon."

Proposed on August 19, 2008 by:



Mike Sinkula, Creative Director of Premium Design Works

13612 14th Avenue South
Burien, Washington 98168

msinkula@premiumdw.com

206-851-7636