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July 10, 2015

RE: Intent to Award - RFP 6122015 - ATHL Media Buying and Planning Agency of Record

To All Respondents:

The University of Arkansas Procurement division has received the official recommendation of award from the evaluation committee elected to review the proposals requested for the Athletic Facilities Video Board Upgrades. The original proposal due date was June 30, 2015. The University received two (2) certified responses. Upon the results of the committee evaluation, the recommendation for award extends to Stone Ward.

The committee carefully reviewed each proposal and selected the proposal considered to be qualified and capable of honoring their response regarding the requested services under the specified terms of the RFP. Respectfully, this letter of "Intent to Award" serves as notification that contract negotiations will commence with the aforementioned firm with the ultimate goal of Purchase Order/Contract to be issued by the University of Arkansas.

The University of Arkansas is thankful for the attention of each respondent, and for the time and effort expended in responding to the RFP. We encourage and appreciate the participation of our vendor community. Thank you for your interest and participation.

Best Regards,

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