

LETTER OF INTENT (PUBLIC RELATIONS SERVICES)

[on agency letterhead]

November 10, 2005

[name of client]

[address]

Attention: [name of contact person]

Dear Sirs:

[Name of client] ("Client") has asked that [Name of agency] ("Agency") provide ongoing press and public relations services ("Services") in order to promote the Client's [business / products] on a retainer basis, for the following reasons:

- (a) The Client expects to require the services of the Agency for a minimum of _____ hours per month. The ongoing relationship between the parties will be more cost-effective for the Client, and will provide an opportunity for both parties to become familiar with, and to work more closely and effectively with, each other.
- (b) The Agency will set aside at least ___ hours per month exclusively for the Client's benefit, ensuring that the Client's needs remain a high priority.
- (c) The Client requires the Agency to promote the Client's [business / products] to the press. An ongoing relationship between the parties will guarantee the Agency's commitment, continuity, brand identification, involvement and lack of conflict when dealing with the media.

1. Agency's Obligations

1.1 The Agency agrees to provide _____ hours per month of Services per month, for the negotiated contract price. Any additional hours per month spent on the Client's account will be billed at £___ per hour.

1.2 The Agency will record all time incurred on the Client's account, rounded off in 15-minute increments using standard rounding procedure. This time tracking will include all preparations and communications, whether in person, by telephone, e-mail, fax or other transmittal method.

1.3 Within ___ days following each month end during the term of the agreement, the Agency will provide detailed time records for the previous month. The hours recorded will be debited from the Client's monthly total of _____ hours. No time will be deducted for:

- (a) travel to and from sites within a ___-mile radius of the Agency's office location;
- (b) time required by the Agency in order to become familiar with Client's business and products.

1.4 The Agency will provide the following Services under the agreement:

- (a) researching and writing press releases;
- (b) researching and writing user profiles;
- (c) responding to media inquiries;
- (d) establishing and maintaining media contacts;
- (e) attending conferences and demonstrations related to the Client's products;
- (f) producing and distributing materials related to the Client's business and products;
- (g) conducting market research of competitors, potential partnerships / alliances, target markets, etc.;