



July 22, 2015

Ms. Kristen Fuelle  
Woodfield Financial Services, LLC  
347 N. Pottstown Pike, Suite 4  
Exton, PA 19341

**RE: Pennsylvania Tourism Signing Trust (PTST)  
RFP #005 – Administrative and Operational Services for PA LOGO Signing and  
TODS Program**

Dear Ms. Fuelle:

The Commonwealth has evaluated the proposal that your company submitted in response to the Department of Transportation's RFP 005 – Administrative and Operational Services for PA Logo Signing and TODS Program. It is my pleasure to inform you that Woodfield Financial Services, LLC has been selected for contract negotiations.

Therefore, in accordance with Section I-24 of the RFP, I invite you to meet with the Commonwealth for final negotiations and clarifications. I will contact you to schedule the date and time of the negotiation meeting.

You should prepare a written response and send to me electronically on the following areas of your proposal, no later than COB on Tuesday, July 28, 2015:

- The Department is asking that all contract costs be reduced by 5%. Please state the reduction cost that will occur as a result of this modification.
- Provide a written plan for cross training key personnel for the purposes of succession planning.

This letter is not intended to be a binding commitment to contract, nor will any parties be obligated in any manner until a formal written contract has been fully executed between PTST and your company.

Regards,

A handwritten signature in black ink, appearing to read "William Gipe".

William Gipe,  
Issuing Officer

cc: Ken Reuther, Bureau of Maintenance and Operations  
File