

90-Day Spending Plan
1st Quarter: July - September 2010
MGS

Category of Commodities/Services to be Procured	Estimated Spend	Location	Anticipated Vendor, if applicable
Firecracker TV Media	\$57,183.75	Miami, Orlando, Tampa	Various Media Vendors
Firecracker Radio Media	\$24,693.00	Miami, Orlando, Tampa	Various Media Vendors
Lucky \$100 for Life Radio Media	\$90,098.00	Miami, Orlando, Tampa	Various Media Vendors
Dolphins Scratch Off TV Media	\$61,583.00	Miami	Various Media Vendors
Dolphins Scratch Off Radio Media	\$72,292.50	Miami	Various Media Vendors
Cash3 1 Off Tv Media	\$114,975.00	Miami, Orlando, Tampa	Various Media Vendors
Cash3 1 Off Radio Media	\$70,665.00	Miami, Orlando, Tampa	Various Media Vendors
Royal Caribbean TV Media	\$172,462.50	Miami, Orlando, Tampa	Various Media Vendors
Royal Caribbean Radio Media	\$105,997.50	Miami, Orlando, Tampa	Various Media Vendors
Live Reads	\$45,000.00	Miami & Tampa	Various Media Vendors
Lucky \$100 for Life Radio Production	TBD	Miami	Various Media Vendors
Dolphins Scratch Off & Cash3 TV Production	\$247,321.00	Miami	Various Media Vendors
Dolphins Scratch off Radio Production	TBD	Miami	Various Production Vendors
Cash3 1 Off Radio Production	TBD	Miami	Various Production Vendors
Royal Caribbean TV Production	TBD	Miami	Various Production Vendors
Royal Caribbean Radio Production	TBD	Miami	Various Production Vendors
Total Projected Spend:	\$1,062,271.25		