

90-Day Spending Plan
2nd Quarter: October - December 2009
MGS

Category of Commodities/Services to be Procured	Estimated Spend	Location	Anticipated Vendor, if applicable
Lotto w/ Xtra Hispanic TV Media	\$238,340	Various Media Vendors	Miami, Orlando, Tampa
Lotto w/ Xtra Live Reads Media	\$49,725	Various Media Vendors	Miami, Orlando, Tampa
Lotto w/ Xtra Hispanic Radio Media	\$148,282.50	Various Media Vendors	Miami, Orlando, Tampa
Lotto w/ Xtra Haitian Radio	\$7,480.00	Various Media Vendors	Miami
Lotto w/ Xtra Hispanic Online Media	\$29,325.00	Various Media Vendors	Miami, Orlando, Tampa
Holiday Scratch -Off TV Media	\$66,300.00	Various Media Vendors	Miami, Orlando, Tampa
Holiday Scratch-Off Radio Media	\$53,950.00	Various Media Vendors	Miami, Orlando, Tampa
Holiday Millionaire Raffle TV Media	\$392,425.00	Various Media Vendors	Miami, Orlando, Tampa
Holiday Millionaire Raffle Radio Media	\$182,550.00	Various Media Vendors	Miami, Orlando, Tampa
Holiday Millionaire Raffle Haitian Radio	\$9,350.00	Various Media Vendors	Miami
Holiday Millionaire Raffle Online Media	\$20,974.00	Various Media Vendors	Orlando
Retailer Recruitment - Orlando Print Media	\$4,250.00	Various Media Vendors	Orlando
Retailer Recruitment - Orlando Radio Media	\$5,525.00	Various Media Vendors	Orlando
Jackpot Awareness TV Media	\$48,420.00	Various Media Vendors	Miami
Lotto w/ Xtra Hispanic TV Production	\$105,540.50	Various Production Vendors	Miami
Lotto w/ Xtra Hispanic Radio Production	\$4,191.00	Various Production Vendors	Miami
Lotto w/ Xtra Haitian Radio Production	\$2,068.00	Various Production Vendors	Miami
Holiday Scratch -Off TV Production	\$50,000.00	Various Production Vendors	Miami
Holiday Scratch-Off Radio Production	\$5,000.00	Various Production Vendors	Miami
Holiday Millionaire TV Production	\$75,000.00	Various Production Vendors	Miami
Holiday Millionaire Radio Production	\$5,000.00	Various Production Vendors	Miami
Retailer Recruitment - Orlando Radio Production	\$5,000.00	Various Media Vendors	Miami
Total Projected Spend:	\$1,508,696.00		