

Richard I. Klein
Senior Vice President, Chief Financial Officer
& Treasurer

August 16, 2012

Mr. Adam Stoll
President
Target Enterprises
15260 Ventura Blvd.
Suite 1240
Sherman Oaks, CA 91403

Dear Mr. Stoll:

This agreement is to authorize Target Enterprises ("Target") to represent the National Association of Manufacturers (NAM) to negotiate and place orders for television time to air messages relating to the topic the effects of new regulations on manufacturers. You are authorized to enter into agreements for a maximum of \$980,000.00, including all fees and commissions. This authorization will expire on September 6, 2012.

The dates, times, locations and payment terms of all buys are to be coordinated with and approved in writing by an authorized member of our staff. At this time, the time to be purchased may cover markets in the following states:

Ohio.

Target will prepare and forward to the NAM weekly reports, and the final report upon conclusion of the campaign, showing the time, location, and cost for each broadcast message. Upon written request of the NAM, the NAM at its expense may, during regular business hours, examine or cause to be examined the books of account of Target insofar as they relate to this program.

The NAM may discontinue this agreement and television air-time purchases at any time, and any unexpended funds will be returned immediately. Following production, editing, insertion of media buys, any remaining balance will be returned to the NAM.

During the duration of this agreement, you will protect, indemnify, defend and hold harmless the NAM and its officers, directors and employees against any and all liability, loss and expense arising from any claim or litigation involving any charge or allegation by any third party relating to the services performed by Target. The NAM will have the right at its option, to participate, at its expense and by its counsel, in the defense on any litigation or the consideration of any such claim and Target will cause its counsel to cooperate fully with the NAM and its counsel in the defense on any litigation or the consideration of any such claim.

If you agree with the provisions of this agreement, please sign below and return one copy to us. Thank you.

Leading Innovation. Creating Opportunity. Pursuing Progress.