

3634

Scope of Work: Communications Support

100 Lives

Scope of Work No. 6

September 21 – October 1, 2015

Pursuant to the Letter of Appointment ("Agreement") by and between 100 Lives Ltd. ("Client") and Daniel J. Edelman, Inc. doing business as Edelman ("Consultancy") dated September 1, 2014, this Scope of Work is incorporated into and subject to the terms and conditions of the Agreement.

DESCRIPTION OF PROFESSIONAL SERVICES

Consultancy will perform public relations services related to communications support around President Serzh Sargysian's visit to the U.S., building on the President's visit to raise awareness to key messages related to the 100 LIVES and the Aurora Prize projects. Services will include development and placement of byline article; development and distribution of media advisory to invite selected journalists to join the luncheon event with the U.S. Congress; and onsite support during the luncheon

Basis for Compensation. Consultancy shall invoice Client the exact fees based upon the hours incurred in performing the services. Such fees will be based upon Consultancy's rate card ("Rate Card") as described below.

Budget. Professional Fees (not to exceed without prior written approval): USD \$35,000.00.

Expense Billing. Consultancy shall invoice Client the actual out-of-pocket expense amount(s) at the end of the month on an as incurred basis. Out-of-pocket expense amounts are not included in the Budget above.

Rate Card.

Title	Rate
EXEC	\$531.25
GM	\$425.00
EVP	\$357.00
SVP	\$297.50
VP	\$263.50
SAS	\$216.75
AS	\$187.00
SAE	\$161.50
AE	\$148.75
AAE	\$136.00
ADMIN	\$68.00

100 LIVES LTD.
 By: [Signature]
 Printed Name: Arman S. Karvian
 Title: _____
 Date: 29.09.15

DANIEL J. EDELMAN, INC.
 By: [Signature]
 Printed Name: Robert Rehg
 Title: President
 Date: 9/28/15