

December 27, 2010

Mr. Jong-Hyun Choi  
Deputy Chief of Mission, Minister for Economic Affairs  
Embassy of the Republic of Korea  
2450 Massachusetts Avenue NW  
Washington, DC 20008

MSD/CES/REGISTRATION UNIT  
2011 MAR 14 PM 12:07

**AGREEMENT ADDENDUM #1**

**RE: Extension of Services in Embassy of the Republic of Korea Letter of Agreement Dated September 3, 2010**

Dear Mr. Choi:

This letter serves as Addendum to the executed Letter of Agreement between Daniel J. Edelman, Inc. ("Edelman") and the Embassy of the Republic of Korea ("Client") dated September 3, 2010 (the "Agreement").


The Addendum to the Agreement is for an extension of services, which shall commence effective January 1, 2011 and shall continue through July 31, 2011. This Agreement may be renewed upon the mutual Agreement of the Parties. In the event this Agreement expires without renewal, but the parties continue to perform, the terms and conditions of this Agreement shall govern until renewed or a new agreement is negotiated.

For this extension of services, Edelman shall perform those public relations services described in the Statement of Work ("SOW") set forth in Attachment A. Edelman shall invoice Client an amount of \$30,000 ("Monthly Retainer"). The Monthly Retainer is based on the Scope of Services or minimum retained hours above. Edelman shall not be obligated to provide Client with hourly billing detail. Except as modified herein, all other terms of the Agreement shall continue in full force and effect.

Please sign both and return one to Edelman in the self addressed envelope enclosed. Thank you.


ACCEPTED AND AGREED:

**Daniel J. Edelman, Inc.**

  
Name: *Mr. Robert Rehg*  
Title: *President*

Date: 1/4/11

**The Embassy of the Republic of Korea**

  
Name: *Mr. Jong-Hyun Choi*  
Title: *Deputy Chief of Mission, Minister for Economic Affairs*

Date: \_\_\_\_\_

**ATTACHMENT A**

**STATEMENT OF WORK  
January 1, 2011 to July 31, 2011**

Pursuant to the Agreement by and between the Embassy of the Republic of Korea ("Client") and Daniel J. Edelman, Inc., doing business as Edelman ("Edelman") dated September 3, 2010, this Statement of Work is incorporated into and subject to the terms and conditions of the Agreement. The parties agree to the below Scope of Services and financial terms:

**SCOPE OF SERVICES**

**Overview**

The program will assist the Client in the identification of and communication with stakeholders regarding topics central to the mission of the Client.

**Deliverables/Milestones & Timeline**

Program Element	Start & End Dates	Monthly Fee
Professional Services	01/01/2011 – 07/31/2011	\$30,000
Out-of-pocket expenses	01/01/2011 – 07/31/2011	\$10,000

Any items not contemplated above will be considered outside the Scope of Services. If Client expands the Scope of Services or increase the time retained, the amount of additional time will be agreed upon and an Addendum will be attached to the current Statement of Work.

**BUDGET**

Professional Fees:	<b>\$210,000</b>
Estimated OOP Expenses:	<b>\$70,000</b>
<b>Total:</b>	<b>\$280,000</b>

**TERMS**

**Fee Billing.** Edelman shall invoice Client an amount of **\$30,000** ("Monthly Retainer") in accordance with the billing schedule set forth below. The Monthly Retainer is based on the Scope of Services or minimum retained hours above. Edelman shall not be obligated to provide Client with hourly billing detail.

**Expense Billing.** Edelman shall invoice Client the actual out-of-pocket expense amount(s) at the end of the month on an as incurred basis. Actual expenses may vary from any estimated amounts provided in the Budget section.

**Invoices.** Edelman will render invoices to include professional services in one lump sum and expenses by category. Documentation for out-of-pocket expenses will be available upon request. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

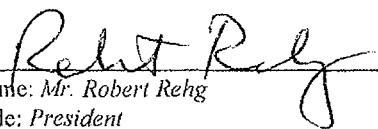
Name:	Mr. Jong-Hyun Choi
Title:	Deputy Chief of Mission, Minister for Economic Affairs
Company Name:	Embassy of the Republic of Korea
Address:	2450 Massachusetts Avenue NW Washington, DC 20008

**RETAINER BILLING SCHEDULE FOR PROFESSIONAL SERVICES**

<b>ESTIMATED INVOICE DATE (mm/dd/yyyy)</b>	<b>AMOUNT \$</b>
01/01/2011	\$30,000
02/01/2011	\$30,000
03/01/2011	\$30,000
04/01/2011	\$30,000
05/01/2011	\$30,000
06/01/2011	\$30,000
07/01/2011	\$30,000
	<b>\$210,000</b>

**ACCEPTED AND AGREED:**

**Daniel J. Edelman, Inc.**

  
Name: *Mr. Robert Rehg*  
Title: *President*

Date: 1/4/11

**The Embassy of the Republic of Korea**

  
Name: *Mr. Jong-Hyun Choi*  
Title: *Deputy Chief of Mission, Minister for Economic Affairs*

Date: \_\_\_\_\_

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