

Bell Pottinger USA

Ambassador Maen Rashid Areikat
General Delegation of the PLO to the United States
1320 18th Street NW, Suite 200
Washington, DC 20036

10th August 2011

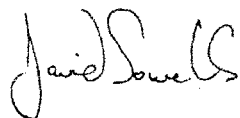
Dear Ambassador,

I write to confirm the public relations services that Bell Pottinger USA, Inc. will provide the General Delegation of the PLO to the United States. Our work for you will include the following:

- **Strategic Communications Advice:** constructing a clear and well-defined communications strategy, advising how and when to best communicate with key stakeholders, and ensuring that all PR activities we undertake work towards achieving your communications objectives.
- **Message Development:** drafting and continually refining messages that tell the story of Palestine, your challenges and your objectives in a way that is concise, compelling, and effective.
- **Congressional Affairs:** helping you to communicate with key political stakeholders.
- **Media Relations:** helping you to communicate with influential journalists.
- **Social Media:** conveying Palestine's image through the Internet and actively managing your online presence to ensure that key stakeholders receive your messages and information.
- **Grassroots Mobilization:** leveraging the influence of Palestinian families and organizations that have been affected by conflict and desire a resolution.

Bell Pottinger USA will begin work on this program immediately for a monthly fee of \$30,000 and reimbursement of pre-approved expenses. If you have any questions about this agreement, please contact me at dsowells@bellpottingerusa.com or phone +1-202-683-3170.

Yours sincerely,



David Sowell
President

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