

U.S. Department of Justice
 Washington, DC 20530

**Exhibit A to Registration Statement
 Pursuant to the Foreign Agents Registration Act of
 1938, as amended**

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at <https://www.fara.gov>.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <https://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .22 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant 5W Public Relations, LLC	2. Registration Number 7118
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3. Primary Address of Registrant
 3 Park Ave, 19th Floor, New York, NY 10016

4. Name of Foreign Principal Jennifer Elias Franjul	5. Address of Foreign Principal C2J7+VR6, Av., Cayetano Germosén Santo Domingo DOMINICAN REPUBLIC
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6. Country/Region Represented
 DOMINICAN REPUBLIC

7. Indicate whether the foreign principal is one of the following:

- Government of a foreign country¹
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:
 - Partnership
 - Committee
 - Corporation
 - Voluntary group
 - Association
 - Other (*specify*) _____
- Individual-State nationality _____

8. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant
- b) Name and title of official(s) with whom registrant engages

¹ "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

9. If the foreign principal is a foreign political party, state:

- a) Name and title of official(s) with whom registrant engages

- b) Aim, mission or objective of foreign political party

10. If the foreign principal is not a foreign government or a foreign political party:

- a) State the nature of the business or activity of this foreign principal.
Ministry of Tourism

b) Is this foreign principal:

- | | | |
|---|---|-----------------------------|
| Supervised by a foreign government, foreign political party, or other foreign principal | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| Owned by a foreign government, foreign political party, or other foreign principal | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| Directed by a foreign government, foreign political party, or other foreign principal | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| Controlled by a foreign government, foreign political party, or other foreign principal | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| Financed by a foreign government, foreign political party, or other foreign principal | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| Subsidized in part by a foreign government, foreign political party, or other foreign principal | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |

11. Explain fully all items answered "Yes" in Item 10(b).

See Appendix for Response

12. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
08/20/2024	Peter Greer	<input type="text" value="Sign"/> /s/Peter Greer
_____	_____	<input type="text" value="Sign"/> _____
_____	_____	<input type="text" value="Sign"/> _____
_____	_____	<input type="text" value="Sign"/> _____

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
8/12/24	Peter Greer	<i>Peter Greer</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Appendix Response to Item 11

Item 11: Explain fully all items answered "Yes" in Item 10(b).

Item 10(b) Supervised: The Ministry of Tourism is a branch of the government.

Item 10(b) Owned: The Ministry of Tourism is a branch of the government.

Item 10(b) Directed: The Ministry of Tourism is a branch of the government.

Item 10(b) Controlled: The Ministry of Tourism is a branch of the government.

Item 10(b) Financed: The Ministry of Tourism is a branch of the government.

Item 10(b) Subsidized: The Ministry of Tourism is a branch of the government.

U.S. Department of Justice

Washington, DC 20530

**Exhibit B to Registration Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended**

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <https://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <https://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant 5W Public Relations, LLC	2. Registration Number 7118
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3. Name of Foreign Principal
Jennifer Elias Franjul

Check Appropriate Box:

- 4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
- 5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- 6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
- 7. What is the date of the contract or agreement with the foreign principal? 10/19/2023
- 8. Describe fully the nature and method of performance of the above indicated agreement or understanding.
Public Relations Services

9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Public Relations Services

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act¹.

Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

11. Prior to the date of registration² for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes No

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose
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12. During the period beginning 60 days prior to the obligation to register³ for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes No

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value
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13. During the period beginning 60 days prior to the obligation to register⁴ for this foreign principal, has the registrant disbursed or expended monies, or disposed of anything of value other than money, in connection with activity on behalf of the foreign principal or transmitted monies to any such foreign principal?

Yes No

If yes, set forth below in the required detail an account of such monies or things of value.

Date	Recipient	Purpose	Amount/Thing of Value
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¹ "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

^{2,3,4} Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
08/20/2024	Peter Greer	Sign /s/Peter Greer
_____	_____	Sign _____
_____	_____	Sign _____
_____	_____	Sign _____

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date

Printed Name

Signature

8/12/24

Peter Greer

Peter Greer



CONTRACT ADDENDUM

This addendum will serve as Addendum A to the original contract dated October 19, 2023 (the “Original Contract”) between the Ministry of Tourism – Dominican Republic (the “Client”) and 5W Public Relations (“5W PR”). By signing this Addendum A, the Client agrees to the following:

- Beginning February 15, 2024 through April 14, 2024, the Client agrees to pay a one-time fee of \$95,965 (Media Relations: \$60,340; LIFESTYLE FEE: \$25,425; OOP for PR Newswire: \$5,000; OOP for 5W Team Travel: \$5,200) for Tradeshow and Roadshow services.
- Upon execution of this Addendum A, Client will pay 5W PR a sum of \$95,965.
- This Addendum A shall remain in effect for a minimum term as outlined above.
- Scope of work for the aforementioned fee shall include:

Ministry of Tourism: Dominican Republic	
Communications Project: Positive News Campaign February 15, 2024 - April 14, 2024	
Description of Services	<p>Strategic Planning: Short and long-term campaign strategy development Collateral development and refinement Planning and goal sessions Positioning and key message development; define points of differentiation</p> <p>Media Relations: Pitch creation, dissemination and follow up (inclusive of proactive news like new product launches and reactive, timely news) Outreach to producers, editors, reporters and bloggers covering relevant topics Ongoing media contact and relationship management Facilitate and staff client interviews with media Provide briefing materials for every interview</p> <p>Brand Positioning and Thought Leadership: Leverage brand mission and thought leaders to secure brand profile stories Position advisory board, experts as thought leaders; establish topics/themes and media relationships Coach and place executives and spokespeople to speak on behalf of the company</p> <p>Account Management: Bi-weekly status calls with core account team to go over results and action items Real time updates via email</p> <p>Media Targets: Regional and National Media outlets including, but not limited to: Travel Weekly, USA Today, NY Magazine, Time Out, Thrillist, NBC, ABC, CBS, FOX, NY1, PIX11, Forbes, GMA, TODAY, Haute Living, Gotham, Observer, Bloomberg, Travel & Leisure, Conde Nast Traveler, CNN Travel, The Manual, Insider, Travel Pulse, AFAR, Fodors Travel, GQ, Esquire, Harpers Bazaar, Elle, Refinery29, Wall Street Journal, New York Times, CNN</p> <p>Measurement: Real time sharing of media placements End of Term report</p> <p>KPI's Real time sharing of media placements End of Term report</p>



MEDIA RELATIONS BUDGET			
Account Team Member	Hourly Billing Rate	Hours per Month	Total Monthly Cost
Executive Vice President / Managing Partner	\$600.00	17	\$10,200.00
Senior Vice President	\$480.00	8	\$3,840.00
Account Director	\$280.00	9	\$2,520.00
Senior Account Executive	\$225.00	20	\$4,500.00
Account Coordinator	\$125.00	22	\$2,750.00
Senior Vice President	\$480.00	8	\$3,840.00
Director	\$280.00	9	\$2,520.00
Senior Account Executive	\$225.00	20	\$4,500.00
Account Coordinator	\$125.00	22	\$2,750.00
TOTAL			\$60,340.00
OOP / A la Carte Costs			
3rd Party Media Training			\$4,500-\$10,000
Press Release Distribution over the Newswire			\$2000-\$2500/release
Crisis Preparedness Plan			\$20,000+



Dominican Republic Roadshow and Tradeshow in Miami (April 2 & 3, 2024) Proposed SOW & Budget	
March 20 - April 5, 2024	
PR Program MEDIA RELATIONS CAMPAIGN - MINISTRY OF TOURISM ROADSHOW & TRADESHOW IN MIAMI	
STRATEGIC POSITIONING & PLAN DEVELOPMENT	<ul style="list-style-type: none"> • Develop and execute a strategic media relations plan in support of the Dominican Republic Tourism Roadshow and Tradeshow taking place on April 2 and 3, 2024 • Work collaboratively with team on strategy, brand storytelling and coverage opportunities • Develop key messages • Develop press collateral as needed • Create two press releases (one for each event), media alert and media invites
EVENT SUPPORT & MEDIA OUTREACH	<ul style="list-style-type: none"> • Develop target media lists (national and regional) • Manage invite send-out and RSVP's to media • Proactive and reactive media outreach tailored to digital, print, broadcast - national and regional outlets • Coordinate interview scheduling for Minister on-site and previews with relevant target outlets • Develop specific briefing documents, talking points, relevant discussion topics based on outlet & editor beat • Secure calendar listings and things to do round up stories • PR Newswire support for both releases (pending approval from client) • Advertorial media support (if necessary - please see OOP costs below)
INTERVIEWS	<ul style="list-style-type: none"> • Develop interview opportunities for The Minister during on-site activation • Provide basic media training as needed
ONSITE SUPPORT	<ul style="list-style-type: none"> • 5W team on site in Miami for both events • Media Management and check in • Coordinate & manage media interviews • Liase with and usher media throughout key event areas • Manage house photographer/ videographer - shot list management, shot selection, edits & approvals • Post-event press release dissemination • Wrangling media on site for storytelling
MEDIA TARGETS	<p>National Media outlets including, but not limited to: Travel Weekly, USA Today, Forbes, GMA, TODAY, Bloomberg, Travel & Leisure, Conde Nast Traveler, CNN Travel, The Manual, Insider, Travel Pulse, AFAR, Fodors Travel, Frommers</p> <p>Regional Miami Media outlets including, but not limited to: CBS Miami, FOX Miami, Local 10 Miami, PBS South Florida, Miami Magazine, Ocean Drive Magazine, Miami New Times, Miami Living, Miami Herald, South Florida Sun Sentinel, El Nuevo Herald, Miami Times, Biscayne Times, Miami Travel Magazine, Miami.com, Miami Beach Traveler Magazine, Univision, Diario</p>



MEASUREMENT		• Post-event re-cap, analysis, and report	
KPIs		Media Attendance: 10-15 media minimum Media Stories: 6-10+ stories	
MEDIA RELATIONS & ONSITE EVENT SUPPORT			
Account Team Member	Hourly Billing Rate	Hours	Total Program Cost
Executive Vice President	\$650.00	5	\$3,250.00
Senior Vice President	\$405.00	10	\$4,050.00
Account Director	\$280.00	15	\$4,200.00
Senior Account Executive	\$225.00	15	\$3,375.00
Account Coordinator	\$125.00	16	\$2,000.00
SUBTOTALS			\$25,425.00
Out of Pocket Expenses (optional)			
PR Newswire	1 x newswire release for the Tradeshow		\$2,500.00
	1 x newswire release for the Roadshow		\$2,500.00
SUBTOTALS			\$5,000.00
5W Team Travel Fees			
5W Team Travel Costs	4 x Round trip flights	\$500 per flight	\$2,000.00
	4 Hotel rooms	\$300 per night x 2 nights	\$2,400.00
	Pier diam (food, taxis)	\$800	\$800.00
SUBTOTAL			\$5,200.00
TOTAL PR BUDGET			\$35,625.00

All prior clauses and details of the Original Contract and subsequent Addendums not expressly modified here shall remain in effect.

Agreed To And Accepted.

By: Peter Greer
 5W Public Relations
 Peter Greer, CFO

By: Karina Ramos
 Ministry of Tourism- Dominican Republic
 Karina Ramos, Director NY & Northeastern US Dominican Republic Tourism Board



CONTRACT ADDENDUM

This addendum will serve as Addendum C to the original contract dated October 19, 2023 (the “Original Contract”) between the Ministry of Tourism – Dominican Republic (the “Client”) and 5W Public Relations (“5W PR”). By signing this Addendum C, the Client agrees to the following:

- Beginning July 16, 2024 through July 31, 2024, the Client agrees to pay a one-time fee of \$22,502 (Fee: \$20,002; OOP for PR Newswire: \$2,500).
- Upon execution of this Addendum C, Client will pay 5W PR a sum of \$22,502.
- This Addendum C shall remain in effect for a minimum term as outlined above.
- Scope of work for the aforementioned fee shall include:

Dominican Republic NYC Campaign Launch Event July 23, 2024 Proposed SOW & Budget	
July 16 - July 30, 2024	
PR Program	
MEDIA RELATIONS CAMPAIGN - MINISTRY OF TOURISM	
STRATEGIC POSITIONING & PLAN DEVELOPMENT	<ul style="list-style-type: none"> • Develop and execute a strategic media relations plan in support of the Dominican Republic Campaign launch in New York City on July 23 • Work collaboratively with team on strategy, brand storytelling and coverage opportunities • Develop key messages • Develop press collateral as needed • Create the following press materials: <ul style="list-style-type: none"> • One pre-event pitch/Media Invite • One post-event press release
EVENT SUPPORT & MEDIA OUTREACH	<ul style="list-style-type: none"> • Develop target media lists (national and regional) travel and food media • Manage invite send-out and RSVP's to media • Proactive and reactive media outreach tailored to digital, print, broadcast – national and regional outlets • Develop specific briefing documents, talking points, relevant discussion topics based on outlet & editor beat • PR Newswire support for post-event release
ONSITE SUPPORT	<ul style="list-style-type: none"> • 5W team on site • Media Management and check in • Coordinate & manage media interviews • Liase with and usher media throughout key event areas • Manage house photographer/ videographer - shot list management, shot selection, edits & approvals • Post-event press release dissemination • Wrangling media on site for storytelling
MEDIA TARGETS	<p>Travel Media: Travel Weekly, USA Today, Forbes, GMA, TODAY, Bloomberg, Travel & Leisure, Conde Nast Traveler, CNN Travel, The Manual, Insider, TravelPulse, AFAR, Fodors Travel, Frommers, US News, Elite Traveler, Fortune, Matador Network, Thrillist, Town & Country, Vogue, TripSavvy, El Diario,</p> <p>Gastronomy / Food Media: Food & Wine, Bon Appetite, GrubStreet, Eater, Delish, Food Network, The Infatuation, Food52, Tasting Table, TODAY, Serious Eats, Saveur, Gothamist, The Huffington Post</p>
MEASUREMENT	<ul style="list-style-type: none"> • Post-event re-cap, analysis, and report
KPIs	<p>Media Attendance: 10-15 media minimum Media Stories: 6-10+ stories</p>



MEDIA RELATIONS & ONSITE EVENT SUPPORT			
Account Team Member	Hourly Billing Rate	Hours	Total Program Cost
Executive Vice President	\$680.00	3	\$1,980.00
Senior Vice President	\$405.00	5	\$2,025.00
Account Director	\$280.00	8	\$2,240.00
Account Supervisor	\$230.00	10	\$2,300.00
Senior Account Executive	\$225.00	8	\$1,800.00
Account Coordinator	\$125.00	8	\$957.50
SUBTOTALS			\$20,002.00
PR Newswire			
Newswire Costs	1 x Post-Event		\$2,500
SUBTOTAL			\$2,500.00
TOTAL PR BUDGET			\$22,502.00

All prior clauses and details of the Original Contract and subsequent Addendums not expressly modified here shall remain in effect.

Agreed To And Accepted.

By: Peter Greer
 5W Public Relations
 Peter Greer, CFO

By: Karina Ramos
 Ministry of Tourism- Dominican Republic
 Karina Ramos



October 19, 2023

Ministry of Tourism- Dominican Republic
Ministry of Tourism of Dominican Republic / Karina Ramos
136 E 57th St # 805, New York, NY 10022

We are pleased to be selected as Public Relations counsel on behalf of Ministry of Tourism- Dominican Republic (the "Client"). Commencing upon execution of this agreement, 5W Public Relations ("5W PR") will devote its best efforts to provide public relations services on behalf of Client.

FEES

This Agreement, when signed by you, will confirm that you have hired 5W PR as Public Relations counsel commencing October 19, 2023 through October 31, 2023. For services, our fee for this project will be \$26,500 per month, plus expenses.

This Agreement shall remain in effect for a minimum term as outlined above (the "Minimum Term").

The total minimum value of this Agreement is \$26,500.

If upon receipt of any invoice Client should have any questions, Client is obligated to take them up directly with 5W PR as soon as possible. Any objections Client may have to any invoice shall be deemed waived if such obligations are not communicated in writing to 5W PR within ten (10) days of Client's receipts of said invoices.

Monthly installment invoices will be due and payable by the Client on the first business day of each month. 5W PR reserves the right to charge a 1.5 % monthly interest charge on unpaid balances after fifteen (15) days.

To initiate activities, 5W PR requests payment of \$26,500, representing the fee for this project. Payment is due in advance of contract effective date and before any services are to be performed under this agreement. Please wire payment as follows:

EXPENSES

A tools and database subscriptions fee in the amount equal to 4.25% of the retainer fee will be assessed each month to cover media targeting/monitoring, standard measurement and analytics, communication platforms, printing and digital subscriptions. Items such as wire services, article reprints, broadcast clips, travel, meals, mileage and other reasonable out-of-pocket expenditures will be billed separately, in addition to fees. Any expense over \$150 shall require your advance approval. Reimbursements will be made within thirty (30) days of the date that an invoice is rendered to Client.





SERVICES

<p>STRATEGIC POSITIONING & PLAN DEVELOPMENT</p>	<ul style="list-style-type: none"> • Develop and execute a strategic media relations plan in support of the Dominican Republic Tourism Board event • Work collaboratively with team on strategy, brand storytelling and coverage opportunities • Develop key messages • Develop press collateral as needed • Create press releases and distribution, as well as a post event press release
<p>EVENT SUPPORT & OPENING MEDIA OUTREACH</p>	<ul style="list-style-type: none"> • Develop target media and influencer lists • Develop new campaign release and assets • Develop pre and post press release, media alert, and pitch creation, dissemination and follow up for event • Manage invite send out and RSVP's • Proactive and reactive media outreach tailored to digital, print, broadcast – national and regional outlets • Coordinate interview scheduling for Minister, and previews with relevant target outlets • Develop specific briefing documents, talking points, relevant discussion topics based on outlet & editor beat
<p>INTERVIEWS</p>	<ul style="list-style-type: none"> • Develop interview opportunities for The Minister • Provide basic media training as needed
<p>ONSITE SUPPORT</p>	<ul style="list-style-type: none"> • media management • Media check in • Influencer check in • Support guest requests • Coordinate & manage media interviews • Liase with and usher media and influencers throughout key event areas • Manage house photographer/ videographer - shot list management, shot selection, edits & approvals <ul style="list-style-type: none"> • Post-event press release dissemination
<p>MEDIA TARGETS</p>	<p>Regional and National Media outlets including, but not limited to: NYTimes, WSJ, NY Post, USA Today, NY Magazine, Time Out NY, The New Yorker, NBC, ABC, CBS, FOX, Nylon, Vogue, Haute Living, Robb Report, Forbes, Gotham, Hypebeast, Esquire, Observer, Bloomberg, Modern Luxury, Travel & Leisure, Condast Traveler, Wanderlust, CNN Travel, Coastal Living, Travel Channel, The Culture Trip, The Manual, Insider, Travel Pulse, AFAR, Vice Fodors</p>
<p>MEASUREMENT</p>	<ul style="list-style-type: none"> • Post-event re-cap, analysis, and report



KPIs	<p><u>Without PR Newswire:</u> Media Attendance: 10 US media outlets min. Media Stories: 5-7 stories Influencer attendees: 10 US travel influencers Influencer stories/posts/reels: 10+</p> <p><u>With PR Newswire:</u> Media Attendance: 10 US media outlets min. Media Stories: 100 stories min. Influencer attendees: 10 US travel influencers Influencer stories/posts/reels: 10+</p>
CLIENT EXPERIENCE	Tourism Board of Morocco Visit Lisbon Travel Medford (Oregon) Falmont Hotel, Tangier Royal Air Maroc Foxwoods Resort and Casino Circle Line Cruises Seoul City, Seoul XO Jets Cheap-O-Air

MEDIA RELATIONS & ONSITE EVENT SUPPORT

Account Team Member	Hourly Billing Rate	Hours	Total Program Cost
Executive Vice President	\$650.00	5	\$3,250.00
Senior Vice President	\$405.00	15	\$6,075.00
Account Director	\$280.00	15	\$4,200.00
Account Supervisor	\$250.00	15	\$3,750.00
Account Executive	\$225.00	18	\$4,050.00
Assistant Account Executive	\$155.00	18	\$2,790.00
Account Coordinator	\$125.00	20	\$2,500.00
SUBTOTALS			\$24,000.00

Upon request and Client approval, additional services including event support, logistics, and attendance will be an additional per diem fee along with out of pockets expenses. All of which will be paid prior to the activation of said services.

5W PR is a full-service firm that offers a variety of other services, not included here, that can be quoted at an additional fee upon request.

If 5W PR is engaged for crisis communications work, Client shall be billed separately with an advance retainer payment to be applied against crisis hours worked.

INDEPENDENT CONTRACTOR STATUS AND INDEMNIFICATION

5W PR and all of its employees are independent contractors and not employees of Client.

Each party agrees to hold the other harmless and indemnify it for any and all claims, lawsuits, judgments or obligations, including counsel reasonable fees, experts' fees and costs of suit arising as a result of work performed

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pursuant to this Agreement, breach of these terms or any willful misconduct or gross negligence of the initial party, which are not caused by, nor arise from, any act of the other party or its employees or representatives, in whole or in part.

This section does not minimize or restrict the contractual obligations of the Client to reimburse 5W PR for expenses it incurs on behalf of the Client as detailed above. The terms of this section shall survive the termination of this agreement.

NON-SOLICITATION

Recognizing the time and expense of 5W PR's investment in its employees, Client agrees that it shall not directly or indirectly employ, hire or retain any person who is an employee of 5W PR ("Covered Person") during the term of this agreement and for a period of one (1) year following the termination of this agreement; provided, however, that this Section shall not prevent Client or its affiliates from hiring a Covered Person if such Covered Person responds to a general solicitation or advertisement of employment placed by Client.

ATTORNEY FEES & COSTS

Should any disputes or claims arise from or relate to this Agreement, the prevailing party shall receive all costs and expenses, including but not limited to, reasonable attorney fees and court costs, for the collection and/or enforcement of any obligation under this agreement from the non-prevailing party.

GOVERNING LAW

This agreement shall be governed by the laws of the State of New York. In the event that any dispute should arise under this agreement, the parties agree to waive all jurisdictional and venue objections and to have all such disputes submitted to and heard before the Southern District Court of New York or the Court of the State of New York, New York County. Non-payment shall result in acceleration of the minimum value of this agreement being payable in full. You acknowledge that in the event of such acceleration, the minimum value of this agreement shall be due and payable as minimum liquidated damages because such balance will bear a reasonable proportion to 5W PR's minimum probable loss from your non-payment, the amount of 5W PR's actual loss being incapable to calculate.

Once again, we are pleased to have the opportunity to serve you, and you have the assurance of our very best efforts.

Agreed to and accepted.

By: John Ferrari
5W Public Relations
John Ferrari, CFO

By: Karina Ramos
Ministry of Tourism- Dominican Republic
Ministry of Tourism of Dominican Republic / Karina Ramos





Client Contact Information

Company mailing address

156 W. 56th suite 2003
New York, NY, 10019

Tax ID: 46-4175 899

Primary account contact

Name: Karina Ramos
Phone: 929 431 8757
Email: KR.Ramos@mitur.gob.do



Primary billing contact

Name: Fernando Abreu
Phone: 917 453 2406
Email: F.Abreu@mitur.gob.do

MEMORANDUM OF UNDERSTANDING
Between
Dominican Republic Ministry of Tourism
And
Preferred Travel Group d/b/a PTG Consulting

This is a Memorandum of Understanding (“**MOU**”) between Preferred Travel Group d/b/a PTG Consulting, with its registered address at 26 Corporate Plaza, Suite 150, Newport Beach, California 92660 United States of America (“**PTG**”), and Dominican Republic Ministry of Tourism, with its registered address at 156 West 56th St #2003, New York, New York 10019 United States of America (“**Customer**”). This MOU is part of that certain Letter of Agreement between the parties dated August 1, 2023.

1. PURPOSE & SCOPE

The purpose of this MOU is for PTG to provide Customer support at the Press Conference in New York, New York on October 26, 2023 (the “**Event**”).

2. TERM

This MOU shall be effective October 25, 2023 and continue through and including November 8, 2023 (“**Expiration Date**”).

3. PTG RESPONSIBILITIES UNDER THIS MOU

PTG agrees to the following:

- I. Ensure a minimum of three to four (3-4) journalists attend the Event.
- II. Ensure a minimum of one (1) photographer is present at the Event.
- III. Ensure one (1) press release is issued to PTG’s media partners in the US
- IV. Ensure one (1) influencer partner attends the Event and produces ten (10) Instagram stories and ten (10) images for Customer use.
- V. One (1) PTG associate shall attend the Event and provide support.

4. REPORTING:

PTG will produce and deliver a report to Customer upon conclusion of the Event detailing activities and achievements.

5. FEES:

The Total Fee is \$12,000.00, which shall be invoiced upon completion of services and accompanied by the report detailed in Section 4. Invoice shall be due upon receipt and payable in USD according to the following wire instructions:



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**AUTHORIZED SIGNATORY
ON BEHALF OF:
Preferred Travel Group**

**AUTHORIZED SIGNATORY
ON BEHALF OF:
Dominican Republic Ministry of Tourism**

Signature: _____

Signature: Karina Ramos

Email: kmastrandrea@preferredtravelgroup.com

Email: KR.Ramos@mitur.gob.do

Phone: + 1 949 999 9434

Phone: 929-491-0757

Name: Ken Mastrandrea

Name: Karina Ramos

Position: Chief Operating Officer

Position: Directa Dominican Republic tourism

Date: _____

Date: Board NY

10/25/2023

