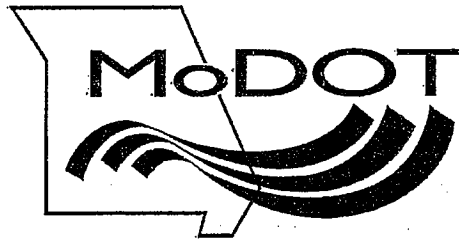


Missouri
Department
of Transportation



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Pete K. Rahn, Director

SINGLE FEASIBLE SOURCE PURCHASE POSTING NOTICE

The Missouri Department of Transportation has determined that only one source can provide the products or services described below

Title: Marketing/Advertising for Missouri Coalition for Highway Safety with MU Sports Properties. Bid # Q5-07-004 SFS

Description: The Missouri Department of Transportation, Central District Traffic Division, has determined that only one source can provide the marketing and advertising through sporting events for the Missouri Coalition for Highway Safety for its intended market. This market is through the University of Missouri Athletic Department and its radio and television coverage of sporting events. To our knowledge, the University of Missouri Athletic Department is the only medium that can provide the scale of advertisement to the intended target market with the expected advertisement. Advertising related to this marketing campaign will exceed \$25,000 cumulatively. A contract to purchase the above advertising may be executed with Mizzou Sports Properties on August 1, 2006.

Ads could include, but not limited to, the following:

Promotion during seven (7) home Mizzou Football games; promotion during sixteen (16) home Mizzou Men's Basketball games; one (1) :30 commercial during twelve (12) Mizzou Football broadcasts; traffic report during twelve (12) football broadcasts and twenty-eight (28) basketball broadcasts; logo placement on the Mizzou Football and Men's Basketball permanent media backdrops; Other promotional offers.

Contract Period: August 1, 2006 through May 31, 2007

Renewal Options: None

Agency: Missouri Department of Transportation

Supplier: MU Sports Properties

Buyer: Corey Duemmel

Phone Number: (573) 526-6956

E-Mail: Corey.Duemmel@modot.mo.gov

Posting Date: 7/12/06

Response Date: July 24, 2006

Our mission is to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.