

# **NOTIFICATION OF INTENT TO AWARD CALIFORNIA HEALTH BENEFIT EXCHANGE**

**February 29, 2012**

## **HBEX2: Communications Support for the Outreach & Education Campaign and Assisters Program**

In consideration of the response to the California Health Benefit Exchange Contract Solicitation HBEX2 (Communications Support for the Outreach & Education Campaign and Assisters Program), the Exchange announces its intent to award a contract to **Ogilvy Public Relations Worldwide** of Sacramento, California.

The awardee will participate with the California Health Benefit Exchange in the execution of the final terms and conditions of the contract for this award.

This award will be final at the end of the five (5) business day period allowed for protest of the award, which has been set as 5:00 p.m. (PST) on March 7, 2012. Any protest of the tentative award must meet the criteria in Item 11 of the HBEX2 Model Contract Solicitation, which is available under the "Solicitation" tab on the Exchange website: [www.healthexchange.ca.gov](http://www.healthexchange.ca.gov) .