



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

**May 15, 2015**

**SOLICITATION 2014-20: Advertising and Marketing Campaign**

**NOTICE OF INTENT TO AWARD**

In consideration of the response to the California Health Benefit Exchange (Covered California) Solicitation 2014-20, Covered California announces its intent to award a contract to:

**Campbell Ewald Company d/b/a Lowe Campbell Ewald  
8687 Melrose Avenue  
Suite G10  
West Hollywood, CA 90069**

There will be a five (5) workday period allowed for protest. The protest period commences May 18, 2015 and ends at 5:00 p.m. Pacific Time on May 22, 2015. Protests must be mailed or delivered to:

California Health Benefit Exchange  
Attention: Yolanda Richardson, Chief Deputy Executive Director  
1601 Exposition Blvd.  
Sacramento, CA 95815

**NOTICE: Contractor shall not begin, and may not be compensated for, any work performed prior to the date an Agreement is executed.**