



# governmentattic.org

*"Rummaging in the government's attic"*

Description of document: Copies of each report and presentation provided to the Department of Housing and Urban Development (HUD) by contractor Young & Rubicam aka Burson-Marsteller on contract GS23F0130MIHUDCOOPC238630PCT0001 regarding Ginnie Mae, 2011-2014

Request date: 29-March-2014

Released date: 02-January-2015

Posted date: 13-April-2015

Source of document: U.S. Department of Housing and Urban Development  
Freedom of Information Act Office  
451 7th Street, SW, Room 10139  
Washington, DC 20410-3000  
Fax: (202) 619-8365  
[HUD Freedom of Information Act Public Access Website](#)

The governmentattic.org web site ("the site") is noncommercial and free to the public. The site and materials made available on the site, such as this file, are for reference only. The governmentattic.org web site and its principals have made every effort to make this information as complete and as accurate as possible, however, there may be mistakes and omissions, both typographical and in content. The governmentattic.org web site and its principals shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, or alleged to have been caused, directly or indirectly, by the information provided on the governmentattic.org web site or in this file. The public records published on the site were obtained from government agencies using proper legal channels. Each document is identified as to the source. Any concerns about the contents of the site should be directed to the agency originating the document in question. GovernmentAttic.org is not responsible for the contents of documents published on the website.



OFFICE OF ADMINISTRATION

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT  
WASHINGTON, DC 20410-3000

JAN - 2 2015

RE: Freedom of Information Act Request  
FOIA Control No.: 14-FI-HQ-01141

This letter is in response to your request dated March 29, 2014, pursuant to the Freedom of Information Act (FOIA), 5 U.S.C. § 552. Specifically, you asked for a copy of each report and presentation from January 1, 2011, to the present provided to the Department of Housing and Urban Development by contractor Young & Rubicam aka Burson-Marsteller. You specifically cited the contract that was designated GS23F0130M/HUDCOOPC238630PCT0001.

When responding to a FOIA request, HUD searches for responsive documents existing up to the date that the request is received in the Department's FOIA Branch. Your request was received on April 2, 2014.

Your request is granted in part. Enclosed are copies of documents responsive to your request. I am withholding financial information and the names of key personnel pursuant to Exemption 4 of the FOIA. Exemption 4 of the FOIA protects trade secrets and commercial or financial information obtained from a person that is privileged or confidential. I am also withholding the names of key personnel pursuant to Exemption 6 of the FOIA. Exemption 6 of the FOIA protects information that would constitute an unwarranted invasion of personal privacy. The interest of the general public in reviewing these portions of government documents does not outweigh the individual's right to privacy.

I am the official responsible for this determination based on information provided by the Department's Government National Mortgage Association. You may appeal this determination within 30 days from the date of this letter. If you decide to appeal, your appeal should include copies of your original request and this response, as well as a discussion of the reasons supporting the appeal. With regard to Exemption 6, your appeal should address the nature of the overriding public interest in disclosure that outweighs the personal privacy interest protected by the exemption. The envelope should be plainly marked to indicate that it contains a FOIA appeal and be addressed to:

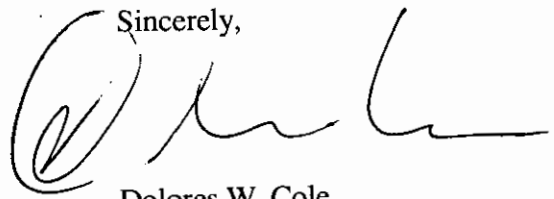
U.S. Department of Housing and Urban Development  
Attention: FOIA Appeals  
OGC, Ethics and Appeals Law Division  
1250 Maryland Avenue, SW, Suite 200  
Washington, DC 20024

Telephone: (202) 708-3815

For your information, your FOIA request, including your identity and any information made available, is releasable to the public under subsequent FOIA requests. In responding to these requests, the Department does not release personal information, such as home address, telephone, or Social Security number, all of which are protected from disclosure under FOIA Exemption 6.

If you have any questions regarding your request, you may contact Eugene McGirt at (202) 402-4315. Thank you for your interest in the Department's programs and policies.

Sincerely,



Dolores W. Cole  
Director for FOIA and  
Executive Correspondence  
Office of the Executive Secretariat

Enclosures



Burson-Marsteller

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

August 10, 2011

Terry Carr  
Director, Communications and External Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, DC 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from July 7<sup>th</sup>, 2011 through July 31<sup>st</sup>, 2011.

The July invoice totals \$50,321.08 in professional services and out-of-pocket costs, and breaks down as follows:

- \$40,769.61 for Media Relations and Clips Services
- \$9,551.47 for Third Party Outreach and Validation

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0001	46,000.00			46,000.00
CLIN 0002	154,952.00			154,952.00
CLIN 0003A	335,627.30	40,769.61	40,769.61	294,857.69
CLIN 0003B	120,020.15			120,020.15
CLIN 0004A	85,148.25			85,148.25
CLIN 0004B	5,541.56			5,541.56
CLIN 0005A	121,724.80	9,551.47	9,551.47	112,173.33
CLIN 0006A	69,735.30			69,735.30
CLIN 0007B	48,788.00			48,788.00
CLIN 0008	9,000.00			9,000.00
<b>Contracting Billing Totals</b>	<b>\$996,537.36</b>	<b>\$50,321.08</b>	<b>\$50,321.08</b>	<b>\$946,216.28</b>

**Summary of Activities: July 6, 2011 through July 31, 2011**

Activities performed by Burson-Marsteller during the period of July 7<sup>th</sup> through July 31<sup>st</sup> include account management with HCD International; drafting Clips Services Vendor Subscriptions memo; processing trade subscription vendor contracts; forwarding relevant articles about Ginnie Mae; developing the Quarterly Numbers document; drafting the Stump Speech outline; drafting content for Secretary Donovan; drafting content for HUD *Happenings* and *In House* newsletters; developed All Staff meeting materials, updating MIC and VA Guaranty Congressional Hill Staffer presentations; drafting content for August Briefing Book; revising and distributing the Executive Q&A for July stakeholder letter; and ongoing strategic counsel.

### Media Relations and Clips Services


- Participated in conference calls with Ginnie Mae communications team.
- Distributed daily media monitoring reports to Ginnie Mae staff.
- Conducted Critical Mention media monitoring; weekly reports included in Friday daily media monitoring reports.
- Drafted Vendor Subscriptions memo; submitted to Terry Carr/Gina Screen on 7/18/11 and 7/21/11.
- Forwarded the *Money Management Letter* article, "Ginnie Mae Seeks Sales Adviser as Global Investor Base Grows;" submitted to Terry Carr/Gina Screen on 7/21/11.
- Forwarded the *Housing Wire* article, "Ginnie Mae to Market Hospital Securities;" submitted to Terry Carr/Gina Screen on 7/22/11.
- Finalized contracts with trade subscription vendors on 7/27/11.
- Developed Quarterly Numbers document; submitted to Terry Carr/Gina Screen on 7/26/11.

### Third Party Outreach and Validation

- Drafted Stump Speech outline; submitted to Terry Carr/Gina Screen on 7/18/11.
- Researched media attendance at Core Logic Summit 2011; submitted to Terry Carr/Gina Screen on 7/18/11.
- Drafted talking points for Secretary Donovan; submitted to Terry Carr/Gina Screen on 7/18/11.
- July Stakeholder Letter:
  - Revised Executive Q&A for July Stakeholder Letter; submitted to Terry Carr/Gina Screen on 7/18/11 and 7/28/11.
  - Distributed Stakeholder Letter to distribution list on 7/29/11.
- All Staff Meeting:
  - Coordinated logistics for a videographer during the week of 7/18/11.
  - Revised Project Development Team presentation; submitted to Terry Carr/Gina Screen on 7/19/11.
  - Revised Terry Carr's presentation; submitted to Terry Carr/Gina Screen on 7/18/11, 7/19/11 and 7/20/11.
  - Printed and delivered agendas; submitted to Terry Carr/Gina Screen on 7/20/11.
- Revised MIC and VA Guaranty Congressional Hill Staffer presentation; submitted to Terry Carr/Gina Screen on 7/21/11 and 7/22/11.
- Forwarded previous *In House* and *HUD Happenings* drafts; submitted to Terry Carr/Gina Screen on 7/22/11.
- Drafted submission for *In House* monthly newsletter on the Global Investors Program; submitted to Terry Carr/Gina Screen on 7/26/11.
- Drafted submission for *HUD Happenings* weekly newsletter on the ASF 2011 conference; submitted to Terry Carr/Gina Screen on 7/27/11.
- August Briefing Book:
  - Forwarded Table of Contents from the February 2011 Briefing Book; submitted to Terry Carr/Gina Screen on 7/28/11.
  - Researched relevant coverage; submitted to Terry Carr/Gina Screen on 7/29/11.
  - Revised written August Speech for Ted Tozer; submitted to Terry Carr/Gina Screen on 7/28/11 and 7/29/11.
  - Drafted oral August Speech for Ted Tozer; submitted to Terry Carr/Gina Screen on 7/31/11.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4628 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
Jason Lobo  
Director



**Burson-Marsteller**

**Invoice No. 192552**

**TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024**

**Due Date: 09-SEP-11  
Invoice Date: 10-AUG-11**

**Engagement No: UHUD6359B**

**Letter of Engagement: UHUD6359B**

**Description: Base Period**

**BILLING PERIOD: July 2011 - UHUD Contract C-OPO23863**

<b>INVOICE SUMMARY</b>	<b>AMOUNT</b>
<b>PROFESSIONAL SERVICES</b>	<b>50,321.08</b>
<b>INVOICE TOTAL DUE</b>	<b>\$50,321.08</b>

**REMITTANCE INSTRUCTIONS**

**By Wire Transfer Remit To:**

Beneficiary Bank: Wachovia Bank  
Account Name: Burson-Marsteller  
Account# (b)(7)(A)  
ABA Routing# (b)(7)(A)  
Swift Code: PNBPU33

**By Check Remit To:**

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

**Address Inquiries To:**

JASON LOBO  
1110 Vermont Avenue, N.W.,  
Suite 1100  
Washington, DC 20005-3544  
+1.202.530.0400

**PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.**

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



Burson-Marsteller

Invoice No. 192552

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 09-SEP-11  
Invoice Date: 10-AUG-11  
Page: 1 of 2

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

Description: Base Period

BILLING PERIOD: July 2011 - UHUD Contract C-OPO23883

**INVOICE DETAIL**

**AMOUNT**

**03-MEDIA RELATIONS/ CLIPS SERVICES**

**PROFESSIONAL SERVICES**

(b)(4), (b)(6)

TITLE	HOURS	RATE	AMOUNT
MANAGING DIRECTOR	6.00	340.28	2,041.68
ASSOCIATE	11.25	137.83	1,550.61
ASSOCIATE	14.25	137.83	1,984.09
DIRECTOR	1.00	271.36	271.36
MANAGER	1.00	228.29	228.29
DIRECTOR	66.50	271.36	18,045.44
DIRECTOR	1.00	271.36	271.36
INTERN	27.75	73.22	2,031.87
MANAGER	1.00	228.29	228.29
			(0.11)
CLIENT SERVICE ASSISTANT	30.00	73.22	2,196.64
SENIOR ASSOCIATE	64.50	180.91	11,668.73
DIRECTOR	1.00	271.36	271.36

**TOTAL - PROFESSIONAL SERVICES 40,769.61**

**TOTAL DUE - 03-MEDIA RELATIONS/ CLIPS SERVICES 40,769.61**

**REMITTANCE INSTRUCTIONS**

By Wire Transfer Remit To:  
Beneficiary Bank: Wachovia Bank  
Account Name: Burson-Marsteller  
Account (b)(4)  
ABA Routing: [Redacted]  
Swift Code: PNBUS33

By Check Remit To:  
Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

Address Inquiries To:  
JASON LOBO  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+1.202.630.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



Burson-Marsteller

Invoice No. 192552

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 08-SEP-11  
Invoice Date: 10-AUG-11  
Page: 2 of 2

Engagement No: UHUD6359B

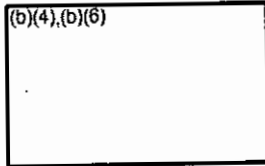
Letter of Engagement: UHUD6359B

**INVOICE DETAIL CONT'D**

**AMOUNT**

**05-THIRD PARTY OUTREACH AND VALIDATION LABOR**

**PROFESSIONAL SERVICES**



TITLE	HOURS	RATE
ASSOCIATE	6.00	137.83
ASSOCIATE	0.25	137.83
DIRECTOR	25.25	271.36
INTERN	2.00	73.22
CLIENT SERVICE ASSISTANT	0.25	73.22
SENIOR ASSOCIATE	8.75	180.91

826.99
-34.46
6,851.84
148.44
18.31
1,582.97
9,461.01

TOTAL - PROFESSIONAL SERVICES

TOTAL DUE - 05-THIRD PARTY OUTREACH AND VALIDATION LABOR

9,461.01

**05.1-STAKEHOLDER LETTER**

**PROFESSIONAL SERVICES**

TITLE	HOURS	RATE
WILLIAMS, MISTY	0.50	180.91
SENIOR ASSOCIATE		

90.46
90.46
90.46

TOTAL - PROFESSIONAL SERVICES

TOTAL DUE - 05.1-STAKEHOLDER LETTER

INVOICE TOTAL DUE

\$50,321.08



INVOICE BACKUP REPORT

Page: 1 of 4  
Run Date: 10-AUG-11 13:45:30

INVOICE: 192552  
INVOICE DATE: 10-AUG-11  
CLIENT: US DEPT OF HOUSING & URBAN DEVELOPMENT  
PROJECT: UNRUD6359B - Base Period

PROFESSIONAL SERVICES

TASK	BILLING TITLE	NAME	DATE	COMMENT	HRS	RATE	BILLED AMOUNT
			31-JUL-11		.00	.00	(0.11)
03	ROUNDING ADJUSTMENT	(b)(4),(b)(6)	19-JUL-11	REVIEWED GINNIE MAE CLIPS PACKAGE.	.75	137.83	103.37
03.0	ASSOCIATE	(b)(4),(b)(6)	20-JUL-11	REVIEWED DAILY CLIPS PACKAGE.	.50	137.83	68.92
03.0	ASSOCIATE	(b)(4),(b)(6)	22-JUL-11	REVIEWED THURSDAY AND FRIDAY CLIPS.	1.25	137.83	172.29
03.0	ASSOCIATE	(b)(4),(b)(6)	25-JUL-11	REVIEWED DAILY CLIPS PACKAGE.	.75	137.83	103.37
03.0	ASSOCIATE	(b)(4),(b)(6)	26-JUL-11	REVIEWED DAILY CLIPS PACKAGE.	.50	137.83	68.92
03.0	ASSOCIATE	(b)(4),(b)(6)	27-JUL-11	REVIEWED MEDIA CLIPS.	.50	137.83	68.92
03.0	ASSOCIATE	(b)(4),(b)(6)	28-JUL-11	REVIEWED DAILY CLIPS PACKAGE.	.75	137.83	103.37
03.0	ASSOCIATE	(b)(4),(b)(6)	29-JUL-11	REVIEWED MEDIA CLIPS.	.50	137.83	68.92
03.0	ASSOCIATE	(b)(4),(b)(6)	22-JUL-11	DRAFTED MEDIA ANALYSIS MEMO	2.00	137.83	275.66
03.0	ASSOCIATE	(b)(4),(b)(6)	28-JUL-11	REVIEWED MEDIA CLIPS TO GAIN A BETTER UNDERSTANDING	2.00	137.83	275.66
03.0	ASSOCIATE	(b)(4),(b)(6)	29-JUL-11	REVIEWED MEDIA CLIPS TO GAIN BETTER UNDERSTANDING OF	3.50	137.83	482.41
03.0	ASSOCIATE	(b)(4),(b)(6)	19-JUL-11	MEDIA MONITORING/CLIPS	2.25	73.22	164.75
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	20-JUL-11	REVIEWING CLIPS WITH STACY, ANSWERING QUESTIONS; REA	.75	73.22	54.92
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	21-JUL-11	REVIEWING CLIPS WITH STACY, ANSWERING QUESTIONS; REA	1.00	73.22	73.22
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	22-JUL-11	REVIEWING CLIPS WITH STACY, ANSWERING QUESTIONS; REA	1.50	73.22	109.83
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	26-JUL-11	CHECKING NUMBERS DOCUMENT, MAKING EDITS TO NUMBERS D	1.75	73.22	128.14
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	29-JUL-11	BRAINSTORM	1.00	271.36	271.36
03.0	DIRECTOR	(b)(4),(b)(6)	11-JUL-11	RAMP UP REVIEW OF MEDIA ENVIRONMENT SURROUNDING THE	2.50	271.36	678.40
03.0	DIRECTOR	(b)(4),(b)(6)	12-JUL-11	RAMP UP REVIEW OF MEDIA ENVIRONMENT SURROUNDING THE	2.75	271.36	746.24
03.0	DIRECTOR	(b)(4),(b)(6)	13-JUL-11	RAMP UP REVIEW OF MEDIA ENVIRONMENT SURROUNDING THE	2.00	271.36	542.72
03.0	DIRECTOR	(b)(4),(b)(6)	14-JUL-11	RAMP UP REVIEW OF MEDIA ENVIRONMENT SURROUNDING THE	2.00	271.36	542.72
03.0	DIRECTOR	(b)(4),(b)(6)	15-JUL-11	RAMP UP REVIEW OF MEDIA ENVIRONMENT SURROUNDING THE	1.00	271.36	271.36
03.0	DIRECTOR	(b)(4),(b)(6)	18-JUL-11	REVIEW OF HOUSING COVERAGE; DEVELOPMENT OF CLIPS SUB	2.50	271.36	678.40
03.0	DIRECTOR	(b)(4),(b)(6)	19-JUL-11	REVIEW OF HOUSING COVERAGE; DEVELOPMENT OF CLIPS SUB	.75	271.36	203.52
03.0	DIRECTOR	(b)(4),(b)(6)	20-JUL-11	REVIEW OF HOUSING COVERAGE; DEVELOPMENT OF CLIPS SUB	2.75	271.36	746.24
03.0	DIRECTOR	(b)(4),(b)(6)	21-JUL-11	REVIEW OF HOUSING COVERAGE; DEVELOPMENT OF CLIPS SUB	2.50	271.36	678.40
03.0	DIRECTOR	(b)(4),(b)(6)	22-JUL-11	REVIEW OF HOUSING COVERAGE; DEVELOPMENT OF CLIPS SUB	2.25	271.36	610.56
03.0	DIRECTOR	(b)(4),(b)(6)	25-JUL-11	REVIEW HOUSING COVERAGE; RESEARCH FOR NY MEDIA MEMO;	3.00	271.36	814.08
03.0	DIRECTOR	(b)(4),(b)(6)	26-JUL-11	REVIEW HOUSING COVERAGE; RESEARCH FOR NY MEDIA MEMO;	2.00	271.36	542.72
03.0	DIRECTOR	(b)(4),(b)(6)	27-JUL-11	REVIEW HOUSING COVERAGE; RESEARCH FOR NY MEDIA MEMO;	2.00	271.36	542.72
03.0	DIRECTOR	(b)(4),(b)(6)	28-JUL-11	REVIEW HOUSING COVERAGE; RESEARCH FOR NY MEDIA MEMO;	3.00	271.36	814.08
03.0	DIRECTOR	(b)(4),(b)(6)	29-JUL-11	REVIEW HOUSING COVERAGE; RESEARCH FOR NY MEDIA MEMO;	3.50	271.36	949.76
03.0	DIRECTOR	(b)(4),(b)(6)	29-JUL-11	GINNIE MAE MEDIA BRAINSTORM.	1.00	271.36	271.36
03.0	DIRECTOR	(b)(4),(b)(6)	29-JUL-11	BRAINSTORM ON MEDIA	1.00	271.36	271.36
03.0	DIRECTOR	(b)(4),(b)(6)	29-JUL-11	RECENT MEDIA COVERAGE	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	14-JUL-11	MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	20-JUL-11	MEDIA MONITORING	2.00	73.22	146.44
03.0	INTERM	(b)(4),(b)(6)	20-JUL-11	MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	21-JUL-11	MEDIA MONITORING	1.50	73.22	109.83
03.0	INTERM	(b)(4),(b)(6)	21-JUL-11	MEDIA MONITORING	.50	73.22	36.61
03.0	INTERM	(b)(4),(b)(6)	22-JUL-11	MEDIA MONITORING	2.00	73.22	146.44
03.0	INTERM	(b)(4),(b)(6)	22-JUL-11	MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	25-JUL-11	MEDIA MONITORING	1.25	73.22	91.53
03.0	INTERM	(b)(4),(b)(6)	25-JUL-11	MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	26-JUL-11	MEDIA MONITORING	1.00	73.22	73.22

INVOICE BACKUP REPORT

INVOICE: 192552  
INVOICE DATE: 10-AUG-11  
CLIENT: US DEPT OF HOUSING & URBAN DEVELOPMENT  
PROJECT: UHUD6359B - Base Period

TASK	BILLING TITLE	NAME	DATE	COMMENT	HRS	RATE	BILLED AMOUNT
03.0	INTERM	(b)(4),(b)(6)	26-JUL-11	MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	27-JUL-11	MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	27-JUL-11	MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	28-JUL-11	MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	28-JUL-11	MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	29-JUL-11	MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	29-JUL-11	MEDIA MONITORING	1.00	73.22	73.22
03.0	MANAGER	(b)(4),(b)(6)	29-JUL-11	GINNIE KAS MEDIA BRAINSTORM	1.00	228.29	228.29
03.0	MANAGER	(b)(4),(b)(6)	29-JUL-11	GINNIE KAS BRAINSTORM	1.00	228.29	228.29
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	25-JUL-11	REVIEW AND ANALYZE COVERAGE; COORDINATE W TEAM ON AS	1.00	340.28	340.28
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	26-JUL-11	REVIEW AND ANALYZE COVERAGE; COORDINATE W TEAM ON AS	.50	340.28	170.14
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	27-JUL-11	REVIEW AND ANALYZE COVERAGE; COORDINATE W TEAM ON AS	2.00	340.28	680.56
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	28-JUL-11	REVIEW AND ANALYZE COVERAGE; COORDINATE W TEAM ON AS	.50	340.28	170.14
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	29-JUL-11	REVIEW AND ANALYZE COVERAGE; COORDINATE W TEAM ON AS	2.00	340.28	680.56
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	11-JUL-11	REVIEW HOUSING COVERAGE	1.50	180.91	271.37
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	12-JUL-11	REVIEW HOUSING COVERAGE	1.50	180.91	271.37
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	13-JUL-11	REVIEW HOUSING COVERAGE; DEVELOP PROJECT CODES; REVI	2.00	180.91	361.82
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	14-JUL-11	REVIEW HOUSING COVERAGE	2.00	180.91	361.82
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	15-JUL-11	REVIEW HOUSING COVERAGE	2.00	180.91	361.82
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	15-JUL-11	FORWARD NUMBERS DOCUMENT; COORDINATE CLIP VENDOR; DE	1.00	180.91	180.91
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	18-JUL-11	REVIEW HOUSING COVERAGE; REVISIONS TO SUBSCRIPTIONS	2.00	180.91	361.82
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	19-JUL-11	REVIEW HOUSING COVERAGE	1.00	180.91	180.91
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	20-JUL-11	REVIEW HOUSING COVERAGE	1.00	180.91	180.91
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	21-JUL-11	REVIEW HOUSING COVERAGE; WEBSITE DISCUSSION WITH GINN	1.50	180.91	271.37
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	21-JUL-11	REVISIONS TO SUBSCRIPTIONS MEMO	1.50	180.91	271.37
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	22-JUL-11	REVIEW HOUSING COVERAGE; DEVELOP NUMBERS DOCUMENT	2.00	180.91	361.82
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	23-JUL-11	DEVELOP NUMBERS DOCUMENT; RESEARCH NUMBERS	5.00	180.91	1,085.46
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	24-JUL-11	DEVELOP NUMBERS DOCUMENT; RESEARCH NUMBERS	3.00	180.91	542.73
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	25-JUL-11	REVIEW HOUSING COVERAGE; REVIEW NUMBERS DOCUMENT WIT	2.00	180.91	361.82
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	26-JUL-11	REVIEW HOUSING COVERAGE; TWEAK NUMBERS DOCUMENT; TWE	5.00	180.91	904.55
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	27-JUL-11	REVIEW HOUSING COVERAGE	1.00	180.91	180.91
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	28-JUL-11	REVIEW HOUSING COVERAGE	2.00	180.91	361.82
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	28-JUL-11	DRAFT MEDIA ANALYSIS MEMO	1.00	180.91	180.91
03.0	SENIOR ASSOCIATE	(b)(4),(b)(6)	29-JUL-11	REVIEW HOUSING COVERAGE; PROCESS SUBSCRIPTIONS; DRAF	6.00	180.91	1,085.46
03.1	ASSOCIATE	(b)(4),(b)(6)	14-JUL-11	PARTICIPATED IN TEAM MEETING.	.75	137.83	103.37
03.1	ASSOCIATE	(b)(4),(b)(6)	15-JUL-11	PARTICIPATED IN CLIENT CALL. REVIEWED DOCUMENTS TO G	2.25	137.83	310.12
03.1	ASSOCIATE	(b)(4),(b)(6)	18-JUL-11	PARTICIPATED IN TEAM MEETING. REVIEWED DOCUMENTS TO	1.50	137.83	206.75
03.1	ASSOCIATE	(b)(4),(b)(6)	21-JUL-11	DISCUSSED ITEMS WITH ANA.	.25	137.83	34.46
03.1	ASSOCIATE	(b)(4),(b)(6)	22-JUL-11	PARTICIPATED IN WEEKLY CLIENT CALL.	1.00	137.83	137.83
03.1	ASSOCIATE	(b)(4),(b)(6)	14-JUL-11	TEAM MEETING TO DISCUSS ASSIGNMENTS AND NEXT STEPS O	1.25	137.83	172.29
03.1	ASSOCIATE	(b)(4),(b)(6)	15-JUL-11	LISTENED TO WEEKLY CLIENT CALL TO LEARN ABOUT NEXT S	1.50	137.83	206.75
03.1	ASSOCIATE	(b)(4),(b)(6)	18-JUL-11	ATTENDED TEAM MEETING TO DISCUSS NEXT STEPS; READ AN	1.00	137.83	137.83
03.1	ASSOCIATE	(b)(4),(b)(6)	22-JUL-11	PARTICIPATED IN WEEKLY TEAM MEETING	2.00	137.83	275.66
03.1	ASSOCIATE	(b)(4),(b)(6)	27-JUL-11	ATTENDED TEAM MEETING	1.00	137.83	137.83
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	14-JUL-11	INTERNAL KICK OFF MEETING COORDINATION; INTERNAL KIC	2.25	73.22	164.75
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	15-JUL-11	KICK-OFF MEETING WITH GINNIE KAS TEAM; NOTES FOR WEE	3.50	73.22	256.27
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	18-JUL-11	INTERNAL MEETING; FINALIZING RECAP NOTES	1.00	73.22	73.22

INVOICE BACKUP REPORT

INVOICE: 192552  
INVOICE DATE: 10-AUG-11  
CLIENT: OS DEPT OF HOUSING & URBAN DEVELOPMENT  
PROJECT: UHUD6359B - Base Period

TASK	BILLING TITLE	NAME	DATE	COMMENT	HRS	RATE	BILLED AMOUNT
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	19-JUL-11	WRITING AND EDITING INTERNAL NOTES	1.00	73.22	73.22
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	19-JUL-11	TAG UP ON MEDIA MONITORING; READING THROUGH AND TAKI	1.25	73.22	91.53
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	20-JUL-11	ALL-STAFF MEETING AT GM; NOTES; PREP FOR MEETING	3.00	73.22	219.66
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	22-JUL-11	WEEKLY CALL WITH GM TEAM FOCUSING ON UPCOMING IN-HOU	.75	73.22	54.92
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	25-JUL-11	MEDIA MONITORING REVISIONS, RECAP NOTES, DASHBOARD D	1.50	73.22	109.83
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	27-JUL-11	CALL WITH GINNIE MAE AND HCDI; RECAP NOTES	2.00	73.22	146.44
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	28-JUL-11	RECAP NOTES, SETTING UP MEETING FOR BRAINSTORM ON ?	1.75	73.22	128.14
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	29-JUL-11	MEETING SET-UP; TAKING NOTES DURING MEDIA BRAINSTORM	3.25	73.22	237.97
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	31-JUL-11	RECAP NOTES FROM FRIDAY INTERNAL BRAINSTORM	1.50	73.22	109.83
03.1	DIRECTOR	(b)(4),(b)(6)	08-JUL-11	BEGAN INFRASTRUCTURE DEVELOPMENTS WITH TEAM FOR NEW	2.00	271.36	542.72
03.1	DIRECTOR	(b)(4),(b)(6)	11-JUL-11	RAMPING UP ACCOUNT ADMINISTRATION; TEAM MEETINGS; RE	2.50	271.36	678.40
03.1	DIRECTOR	(b)(4),(b)(6)	12-JUL-11	RAMPING UP ACCOUNT ADMINISTRATION; TEAM MEETINGS; RE	2.50	271.36	678.40
03.1	DIRECTOR	(b)(4),(b)(6)	13-JUL-11	RAMPING UP ACCOUNT ADMINISTRATION; TEAM MEETINGS; RE	3.00	271.36	814.08
03.1	DIRECTOR	(b)(4),(b)(6)	14-JUL-11	RAMPING UP ACCOUNT ADMINISTRATION; TEAM MEETINGS; RE	2.00	271.36	542.72
03.1	DIRECTOR	(b)(4),(b)(6)	15-JUL-11	RAMPING UP ACCOUNT ADMINISTRATION; TEAM MEETINGS; RE	3.75	271.36	1,017.60
03.1	DIRECTOR	(b)(4),(b)(6)	18-JUL-11	ACCOUNT PLANNING WITH TEAM; BILLING SET UP; CALLS WI	3.50	271.36	949.76
03.1	DIRECTOR	(b)(4),(b)(6)	19-JUL-11	ACCOUNT PLANNING WITH TEAM; BILLING SET UP; CALLS WI	1.50	271.36	407.04
03.1	DIRECTOR	(b)(4),(b)(6)	20-JUL-11	ACCOUNT PLANNING WITH TEAM; BILLING SET UP; CALLS WI	1.25	271.36	339.20
03.1	DIRECTOR	(b)(4),(b)(6)	21-JUL-11	ACCOUNT PLANNING WITH TEAM; BILLING SET UP; CALLS WI	2.25	271.36	610.56
03.1	DIRECTOR	(b)(4),(b)(6)	22-JUL-11	ACCOUNT PLANNING WITH TEAM; BILLING SET UP; CALLS WI	2.50	271.36	678.40
03.1	DIRECTOR	(b)(4),(b)(6)	25-JUL-11	TEAM MEETINGS AND ACCOUNT PLANNING SET UP; CONVERSAT	1.50	271.36	407.04
03.1	DIRECTOR	(b)(4),(b)(6)	26-JUL-11	TEAM MEETINGS AND ACCOUNT PLANNING SET UP; CONVERSAT	.75	271.36	203.52
03.1	DIRECTOR	(b)(4),(b)(6)	27-JUL-11	TEAM MEETINGS AND ACCOUNT PLANNING SET UP; CONVERSAT	2.00	271.36	542.72
03.1	DIRECTOR	(b)(4),(b)(6)	28-JUL-11	TEAM MEETINGS AND ACCOUNT PLANNING SET UP; CONVERSAT	.50	271.36	135.68
03.1	DIRECTOR	(b)(4),(b)(6)	29-JUL-11	TEAM MEETINGS AND ACCOUNT PLANNING SET UP; CONVERSAT	.50	271.36	135.68
03.1	INTERM	(b)(4),(b)(6)	14-JUL-11	KICK OFF MEETING AND BACKGROUND RESEARCH ON GINNIE M	1.75	73.22	128.14
03.1	INTERM	(b)(4),(b)(6)	15-JUL-11	KICKOFF PHONSCALL/MEETING WITH CLIENT	2.00	73.22	146.44
03.1	INTERM	(b)(4),(b)(6)	20-JUL-11	GM STAFF MEETING	3.00	73.22	219.66
03.1	INTERM	(b)(4),(b)(6)	22-JUL-11	WEEKLY CLIENT CALL	1.00	73.22	73.22
03.1	INTERM	(b)(4),(b)(6)	28-JUL-11	SCAN/COPY SPEECH FILES	.75	73.22	54.92
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	14-JUL-11	DEVELOP AGENDA FOR CLIENT MEETING; INTERNAL MEETING	2.00	180.91	361.82
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	15-JUL-11	IMPERSON CLIENT MEETING; REVIEW/EDIT RECAP NOTES	1.00	180.91	180.91
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	18-JUL-11	RECAP NOTES REVIEW WITH JLOBO; INTERNAL TEAM MEETING	4.00	180.91	723.64
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	19-JUL-11	DRAFT 7/19 REMINDER EMAIL TO TCARR LISTING ALL DELIV	.50	180.91	90.46
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	22-JUL-11	CALL WITH CLIENT; DRAFT AGENDA; COORDINATE WITH TCAR	1.50	180.91	271.37
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	24-JUL-11	STRATEGIC MEETING WITH GINNIE MAE AND HCDI	3.00	180.91	542.73
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	25-JUL-11	HCDI BUDGET DRAFT OF SCOPE OF WORK; DISCUSSION WITH	2.00	180.91	361.82
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	27-JUL-11	STRATEGIC MEETING AT GINNIE MAE; PREP FOR MEETING; P	4.00	180.91	723.64
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	28-JUL-11	REVIEW RECAP NOTES	1.50	180.91	271.37
05	ASSOCIATE	(b)(4),(b)(6)	20-JUL-11	ATTENDED ALL-STAFF MEETING.	3.25	137.83	447.95
05	ASSOCIATE	(b)(4),(b)(6)	25-JUL-11	RESEARCHED AND DRAFTED HUD HAPPENINGS.	1.25	137.83	172.29
05	ASSOCIATE	(b)(4),(b)(6)	27-JUL-11	DRAFTED IN HOUSE.	1.50	137.83	206.75
05	ASSOCIATE	(b)(4),(b)(6)	27-JUL-11	EDITED HUD HAPPENINGS	.25	137.83	34.46
05	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	19-JUL-11	COROLOGIC RISK SUMMIT RESEARCH/CORR RE MEDIA ATTENDA	.25	73.22	18.31
05	DIRECTOR	(b)(4),(b)(6)	11-JUL-11	REVIEW OF PAST STAKEHOLDER OUTREACH AND PLANS; DISCU	.75	271.36	203.52
05	DIRECTOR	(b)(4),(b)(6)	12-JUL-11	REVIEW OF PAST STAKEHOLDER OUTREACH AND PLANS; DISCU	.25	271.36	67.84
05	DIRECTOR	(b)(4),(b)(6)	13-JUL-11	REVIEW OF PAST STAKEHOLDER OUTREACH AND PLANS; DISCU	.50	271.36	135.68

INVOICE BACKUP REPORT

Page: 4 of 4  
 Run Date: 10-AUG-11 13:45:10

INVOICE: 192552  
 INVOICE DATE: 10-AUG-11  
 CLIENT: US DEPT OF HOUSING & URBAN DEVELOPMENT  
 PROJECT: OHUD6359B - Base Period

TASK	BILLING TITLE	NAME	DATE	COMMENT	HRS	RATE	BILLED AMOUNT
		(b)(4),(b)(6)	14-JUL-11	REVIEW OF PAST STAKEHOLDER OUTREACH AND PLANS; DISCU	.25	271.36	67.84
05	DIRECTOR		15-JUL-11	REVIEW OF PAST STAKEHOLDER OUTREACH AND PLANS; DISCU	2.00	271.36	542.72
05	DIRECTOR		18-JUL-11	REVISION AND EDITING OF VARIOUS POWERPOINT PRESENTAT	3.50	271.36	949.76
05	DIRECTOR		19-JUL-11	REVISION AND EDITING OF VARIOUS POWERPOINT PRESENTAT	3.25	271.36	881.92
05	DIRECTOR		20-JUL-11	REVISION AND EDITING OF VARIOUS POWERPOINT PRESENTAT	1.25	271.36	339.20
05	DIRECTOR		21-JUL-11	REVISION AND EDITING OF VARIOUS POWERPOINT PRESENTAT	1.25	271.36	339.20
05	DIRECTOR		22-JUL-11	REVISION AND EDITING OF VARIOUS POWERPOINT PRESENTAT	.75	271.36	203.52
05	DIRECTOR		25-JUL-11	IN-HOUSE, HUD HAPPENINGS, TESTIMONY REVISIONS AND PR	1.50	271.36	407.04
05	DIRECTOR		26-JUL-11	IN-HOUSE, HUD HAPPENINGS, TESTIMONY REVISIONS AND PR	1.50	271.36	407.04
05	DIRECTOR		27-JUL-11	IN-HOUSE, HUD HAPPENINGS, TESTIMONY REVISIONS AND PR	2.50	271.36	678.40
05	DIRECTOR		28-JUL-11	IN-HOUSE, HUD HAPPENINGS, TESTIMONY REVISIONS AND PR	2.00	271.36	542.72
05	DIRECTOR		28-JUL-11	IN-HOUSE, HUD HAPPENINGS, TESTIMONY REVISIONS AND PR	2.50	271.36	678.40
05	DIRECTOR		29-JUL-11	IN-HOUSE, HUD HAPPENINGS, TESTIMONY REVISIONS AND PR	2.00	73.22	146.44
05	DIRECTOR		29-JUL-11	COMPILE CLIPS OF GSE, FHA AND MORTGAGE MARKET ARTICL	.50	180.91	90.46
05	INTERN		18-JUL-11	COORDINATE VIDEOGRAPHER FOR ALL STAFF MEETING	2.75	180.91	497.50
05	SENIOR ASSOCIATE		19-JUL-11	REVISIONS TO TCARR'S ALL STAFF PRESENTATION; EMBED	4.50	180.91	814.10
05	SENIOR ASSOCIATE		20-JUL-11	PREP FOR ALL STAFF MEETING - PRINT AGENDAS, REVISE T	1.00	180.91	180.91
05	SENIOR ASSOCIATE		25-JUL-11	REVISE HUD HAPPENINGS	.50	180.91	90.46
05.1	SENIOR ASSOCIATE		26-JUL-11	STAKEHOLDER LETTER REVIEW			
TOTAL - PROFESSIONAL SERVICES :					268.25		50,321.08
GRAND TOTAL:					268.25		50,321.08



**Burson-Marsteller**

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

September 12, 2011

Terry Carr  
Director, Communications and External Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, DC 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from August 1<sup>st</sup>, 2011 through August 31<sup>st</sup>, 2011.

The August invoice totals \$310,619.40 in professional services and out-of-pocket costs, and breaks down as follows:

- \$36,510.33 for Marketing Materials Services
- \$242,029.33 for Media Relations and Clips Services
  - Includes \$183,793 for IMF Publications and Source Media subscriptions.
- \$6,117.62 for Conference, Event, and Outreach Support
- \$21,765.99 for Third Party Outreach and Validation
- \$206.75 for Legislative Tracking
- \$3,989.38 for Web Page Support

Additionally, the contracting billing totals are as follows:

Payable (Costs, Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0001	46,000.00	-	-	46,000.00
CLIN 0002	154,951.96	36,510.33	36,510.33	118,441.63
CLIN 0003	455,647.45	242,029.33	282,798.94	172,848.51
CLIN 0004	90,689.81	6,117.62	6,117.62	84,572.19
CLIN 0005	121,724.80	21,765.99	31,317.46	90,407.34
CLIN 0006	69,735.30	206.75	206.75	69,528.55
CLIN 0007	48,788.57	3,989.38	3,989.38	44,799.19
CLIN 0008	9,000.00	-	-	9,000.00
<b>Contracting Billing Totals</b>	<b>996,537.89</b>	<b>310,619.40</b>	<b>360,940.48</b>	<b>635,597.41</b>

**Summary of Activities: August 1, 2011 through August 31, 2011**

Activities performed by Burson-Marsteller during the period of August 1<sup>st</sup> through August 31<sup>st</sup> include account management with HCD International; developing rebranding and website plans; conducting Ginnie Mae internal stakeholder interviews; developing monthly issuance and RPB reports; drafting executive bios, revising Quarterly Numbers document; pitching and coordinating the logistics for the New York Media Tour; researching TBW coverage and drafting Acknowledgment Agreement release; developing BI-weekly Media Impressions snapshot and report; developing conference ads and internal posters; developing and updating Zellman Associates, Ginnie Mae 101 Multifamily, RHS National Policy, Storage and OIG presentations; securing and coordinating logistics for the Annual Report Photography project; developing Ginnie Mae Notes and News templates; drafting Brand Refresh Rationale memos; drafting content for *HUD Happenings* and *In House* newsletters; revising and distributing the

Rationale memos; drafting content for *HUD Happenings* and *In House* newsletters; revising and distributing the Executive Q&A for August stakeholder letter; researching and developing summaries for GSE congressional bills; conducting the website content audit and ongoing strategic counsel.

#### **Marketing Materials Services**

- Rebranding and Website Activities:
  - Developed 6 month work plan and budget; submitted to Terry Carr/Gina Screen on 8/12/11, 8/17/11 and 8/22/11.
  - Stakeholder Interviews:
    - Developed strategy; submitted to Terry Carr/Gina Screen on 8/4/11.
    - Developed interviewee list; submitted to Terry Carr/Gina Screen on 8/12/11.
    - Conducted 16 interviews; submitted summary reports to Terry Carr/Gina Screen during the weeks of 8/15/11, 8/22/11 and 8/29/11.
    - Researched contacts for the Top 20 Issuers during the week of 8/22/11.

#### **Media Relations and Clips Services**

- Participated in conference calls with Ginnie Mae communications team.
- Distributed weekly calendar to Ginnie Mae communications team.
- Distributed daily media monitoring reports to Ginnie Mae staff.
- Conducted Critical Mention media monitoring; weekly reports included in Friday daily media monitoring reports.
- Developed monthly issuance and RPB summary for July; submitted to Terry Carr/Gina Screen on 8/1/11 and 8/12/11.
- Provided subscription list for daily clips; submitted to Terry Carr/Gina Screen on 8/1/11.
- Drafted quote for July Issuance release; submitted to Terry Carr/Gina Screen on 8/5/11.
- Drafted bio for Brenda Thomas; submitted to Terry Carr/Gina Screen on 8/5/11.
- Reformatted Web Tutorial; submitted to Terry Carr/Gina Screen on 8/8/11 and 8/25/11.
- Revised Quarterly Numbers document; submitted to Terry Carr/Gina Screen on 8/12/11.
- Researched TBW Servicing coverage; submitted to Terry Carr/Gina Screen on 8/26/11.
- Drafted Acknowledgement Agreement press release; submitted to Terry Carr/Gina Screen on 8/31/11.
- Developed Bi-weekly Media Impressions snapshot and report; submitted to Terry Carr/Gina Screen on 8/31/11.
- New York Media Tour:
  - Drafted New York Media Tour memo; submitted to Terry Carr/Gina Screen on 8/1/11.
  - Pitched and secured media during the weeks of 8/19/11 and 8/22/11.
  - Drafted talking points; submitted to Terry Carr/Gina Screen on 8/24/11.
  - Drafted sample Q&A; submitted to Terry Carr/Gina Screen on 8/24/11.
  - Developed briefing book; submitted to Terry Carr/Gina Screen on 8/25/11 and 8/29/11.
  - Conducted prep session at Ginnie Mae on 8/25/11.
  - Developed itinerary; submitted to Terry Carr/Gina Screen on 8/29/11.

#### **Conference, Event, and Outreach Support**

- Developed Numbers ad; submitted to Terry Carr/Gina Screen on 8/16/11 and 8/25/11.
- Developed Hawaiian Shirt poster; submitted to Terry Carr/Gina Screen on 8/31/11.

#### **Third Party Outreach and Validation**

- Submitted photographs from All-Staff meeting for inclusion in the Communications Connection; submitted to Terry Carr/Gina Screen on 8/3/11.
- Revised Zellman Associates presentation; submitted to Terry Carr/Gina Screen on 8/3/11.
- Revised Ginnie Mae 101 Multifamily presentation; submitted to Terry Carr/Gina Screen on 8/3/11.
- Developed RHS National Policy conference presentation; submitted to Terry Carr/Gina Screen on 8/9/11.
- Assisted Kathleen Gibbons with Storage presentation; submitted to Terry Carr/Gina Screen on 8/9/11.
- Drafted Annual Report Photography memo; submitted to Terry Carr/Gina Screen on 8/14/11.

- Revised OIG presentation; submitted to Terry Carr/Gina Screen on 8/15/11, 8/17/11 and 8/24/11.
- Developed Ginnie Mae Notes and News template; submitted to Terry Carr/Gina Screen on 8/17/11 and 8/18/11.
- Drafted Brand Refresh Rationale memo; submitted to Terry Carr/Gina Screen on 8/24/11.
- *In House* and *HUD Happenings* Drafts:
  - Distributed tracker to Ginnie Mae Communications team.
  - Drafted submission for *HUD Happenings* weekly newsletter on the Feds Feeds Families; submitted to Terry Carr/Gina Screen on 8/4/11.
  - Drafted submission for *In House* monthly newsletter on New Jersey hospital; submitted to Terry Carr/Gina Screen on 8/15/11.
  - Interviewed Ted Tozer for *In House* monthly newsletter submission on 8/18/11.
  - Drafted submission for *In House* monthly newsletter on Housing Renaissance meeting; submitted to Terry Carr/Gina Screen on 8/19/11 and 8/26/11.
  - Drafted HUD Happenings monthly newsletter on the New York Media Tour; submitted to Terry Carr/Gina Screen on 8/31/11.
- September 2011 Executive Q&A Leadership Series Stakeholder Letter:
  - Drafted letter featuring Gregory Keith; submitted to Terry Carr/Gina Screen on 8/10/11.
  - Drafted letter featuring Steve Ledbetter; submitted to Terry Carr/Gina Screen on 8/29/11 and 8/30/11.
  - Distributed letter featuring Steve Ledbetter to stakeholder list on 8/31/11.

**Legislative Tracking**

- Researched GSE congressional bills; submitted to Terry Carr/Gina Screen on 8/5/11.
- Drafted summaries for GSE congressional bills; submitted to Terry Carr/Gina Screen on 8/10/11.

**Web Page Support**

- Developed technical website questions; submitted to Terry Carr/Gina Screen on 8/10/11.
- Conducted content audit; submitted to Terry Carr/Gina Screen on 8/22/11.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4628 if you have any questions or require additional information regarding this invoice.

Sincerely,



Jason Lobo  
Director



**Burson-Marsteller**

**Invoice No. 193996**

**TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024**

**Due Date: 12-OCT-11  
Invoice Date: 12-SEP-11**

**Engagement No: UHUD6359B**

**Letter of Engagement: UHUD6359B**

**Description: Base Period**

**BILLING PERIOD: August 2011 // UHUD Contract C-OPO23883**

<b>INVOICE SUMMARY</b>	<b>AMOUNT</b>
PROFESSIONAL SERVICES	80,021.68
OUT OF POCKET EXPENSES	230,597.72
<b>INVOICE TOTAL DUE</b>	<b>\$310,619.40</b>

**REMITTANCE INSTRUCTIONS**

**By Wire Transfer Remit To:**

Beneficiary Bank: Wachovia Bank  
Account Name: Burson-Marsteller  
Account# (b)(4)  
ABA Routing#: (b)(4)  
Swift Code: PNBPU33

**By Check Remit To:**

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

**Address inquiries To:**

JASON LOBO  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+1.202.530.0400

**PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.**

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).





Burson-Marsteller

Invoice No. 193996

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 12-OCT-11  
Invoice Date: 12-SEP-11  
Page: 1 of 3

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

Description: Base Period

BILLING PERIOD: August 2011 // UHUD Contract C-OPO23863

**INVOICE DETAIL**

**AMOUNT**

**02-MARKETING MATERIALS SERVICES**

**OUT OF POCKET EXPENSES**

HCD INTERNATIONAL INV# 00001 JULY 2011	5,806.20
HCDI AUGUST 11 CHARGES	30,432.34
IFF FOR HCDI AUGUST 11 CHARGES	228.24
IFF FOR HCDI JULY CHARGES	43.55
<b>TOTAL - OUT OF POCKET EXPENSES</b>	<b>36,510.33</b>
<b>TOTAL DUE - 02-MARKETING MATERIALS SERVICES</b>	<b>36,510.33</b>

**03-MEDIA RELATIONS/ CLIPS SERVICES**

**PROFESSIONAL SERVICES**

**TITLE**

**HOURS**

**RATE**

(b)(4),(b)(6)	MANAGING DIRECTOR	4.00	340.28	1,361.12
	ASSOCIATE	13.00	137.83	1,791.82
	DIRECTOR	85.25	271.36	23,133.44
	DIRECTOR	0.50	271.36	135.68
	INTERN	11.00	73.22	805.44
	CLIENT SERVICE ASSISTANT	25.25	73.22	1,848.85
	INTERN	4.25	73.22	311.19
	MANAGER	11.75	228.29	2,682.42

**REMITTANCE INSTRUCTIONS**

By Wire Transfer Remit To:  
Beneficiary Bank: Wachovia Bank  
Account Name: Burson-Marsteller  
Account# (b)(4)  
ABA Routing# (b)(4)  
Swift Code: PNBPU33

By Check Remit To:  
Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

Address Inquiries To:  
JASON LOBO  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+1.202.530.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



Burson-Marsteller

Invoice No. 193996

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW...  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 12-OCT-11  
Invoice Date: 12-SEP-11  
Page: 2 of 3

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

**INVOICE DETAIL CONT'D**

**AMOUNT**

PROFESSIONAL SERVICES - VIDEO REFORMATTING - WEB			1,000.00
ROSENBERG, AMY	MANAGING DIRECTOR	5.75 340.28	1,856.81
ROUNDING ADJUSTMENT			(0.23)
SCHROEDER, TRACEY	DIRECTOR	6.75 271.36	1,831.68
STEELE, KATHRYN	CLIENT SERVICE ASSISTANT	80.25 73.22	3,679.38
WILLIAMS, MISTY	SENIOR ASSOCIATE	87.50 180.91	17,838.74
<b>TOTAL - PROFESSIONAL SERVICES</b>			<b>58,176.14</b>

**OUT OF POCKET EXPENSES**

CLIPPING SERVICE	183,793.00
COURIER/MESSENGER	60.85
MISCELLANEOUS	9.24
<b>TOTAL - OUT OF POCKET EXPENSES</b>	<b>183,853.19</b>

**TOTAL DUE - 03-MEDIA RELATIONS/ CLIPS SERVICES**

242,029.33

**04-CONFERENCE, EVENT, AND OUTREACH SUPPORT**

**OUT OF POCKET EXPENSES**

HCDI AUGUST 11 CHARGES	6,072.08
IFF FOR HCDI AUGUST 11 CHARGES	45.54
<b>TOTAL - OUT OF POCKET EXPENSES</b>	<b>6,117.62</b>

**TOTAL DUE - 04-CONFERENCE, EVENT, AND OUTREACH SUPPORT**

6,117.62

**05-THIRD PARTY OUTREACH AND VALIDATION LABOR**

**PROFESSIONAL SERVICES**

(b)(4), (b)(6)

TITLE	HOURS	BATE	
ASSOCIATE	4.00	137.83	551.33
ASSOCIATE	12.50	137.83	1,722.88
DIRECTOR	0.25	271.36	67.84
DIRECTOR	60.75	271.36	16,485.12
CLIENT SERVICE ASSISTANT	0.25	73.22	18.31
CLIENT SERVICE ASSISTANT	1.50	73.22	109.83
SENIOR ASSOCIATE	6.75	180.91	1,040.25

**TOTAL - PROFESSIONAL SERVICES**

18,995.58

**OUT OF POCKET EXPENSES**



Burson-Marsteller

Invoice No. 193996

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 12-OCT-11  
Invoice Date: 12-SEP-11  
Page: 3 of 3

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

**INVOICE DETAIL CONT'D**

**AMOUNT**

PRINTING	127.20
TOTAL - OUT OF POCKET EXPENSES	127.20
TOTAL DUE - 05-THIRD PARTY OUTREACH AND VALIDATION LABOR	20,122.76

**05.1-STAKEHOLDER LETTER**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
(b)(4),(b)(6)	ASSOCIATE	7.00	137.83	984.83
	DIRECTOR	2.50	271.35	678.40
TOTAL - PROFESSIONAL SERVICES				1,643.23
TOTAL DUE - 05.1-STAKEHOLDER LETTER				1,643.23

**06-LEGISLATIVE TRACKING**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
(b)(4),(b)(6)	ASSOCIATE	1.50	137.83	206.75
TOTAL - PROFESSIONAL SERVICES				206.75
TOTAL DUE - 06-LEGISLATIVE TRACKING				206.75

**07-WEB PAGE SUPPORT**

OUT OF POCKET EXPENSES	3,959.68
HCDI AUGUST 11 CHARGES	29.70
IFF FOR HCDI AUGUST 11 CHARGES	
TOTAL - OUT OF POCKET EXPENSES	3,989.38
TOTAL DUE - 07-WEB PAGE SUPPORT	3,989.38

INVOICE TOTAL DUE

5310,618.40

INVOICE BACKUP REPORT

INVOICE: 193996  
INVOICE DATE: 12-SEP-11  
CLIENT: US DEPT OF HOUSING & URBAN DEVELOPMENT  
PROJECT: UH063998 - Base Period

PROFESSIONAL SERVICES

TASK	BILLING TITLE	NAME	DATE	COMMENT	HRS	RATE	BILLED AMOUNT
	PROFESSIONAL SERVICES - VIDEO REFORMATTING - WEB TUTORIAL		16-AUG-11		.00	.00	1,000.00
03	ROUNDING ADJUSTMENT		31-AUG-11		.00	.00	(D.23)
03.0	ASSOCIATE	(b)(4),(b)(6)	01-AUG-11	REVIEWED DAILY CLIPS PACKAGE.	.50	137.83	68.92
03.0	ASSOCIATE	(b)(4),(b)(6)	02-AUG-11	REVIEWED CLIPS.	.50	137.83	68.92
03.0	ASSOCIATE	(b)(4),(b)(6)	04-AUG-11	REVIEWED WED. AND THURS. CLIPS.	1.00	137.83	137.83
03.0	ASSOCIATE	(b)(4),(b)(6)	25-AUG-11	REVIEWED CLIPS PACKAGES FROM TUESDAY AND WEDNESDAY.	1.50	137.83	206.75
03.0	ASSOCIATE	(b)(4),(b)(6)	29-AUG-11	REVIEWED FRIDAY AND MONDAY'S CLIPS.	1.25	137.83	172.29
03.0	ASSOCIATE	(b)(4),(b)(6)	31-AUG-11	REVIEWED CLIPS.	.75	137.83	103.37
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	22-AUG-11	DAILY MEDIA MONITORING, COLLECT CLIPS ON TBW SERVICE	3.00	73.22	219.66
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	22-AUG-11	MEDIA MONITORING	.75	73.22	54.92
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	23-AUG-11	DAILY MEDIA MONITORING	.75	73.22	54.92
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	23-AUG-11	MEDIA MONITORING	.50	73.22	36.61
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	24-AUG-11	DAILY MEDIA MONITORING	1.00	73.22	73.22
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	24-AUG-11	DAILY MEDIA MONITORING, DEVELOP ONE PAGERS FOR NYC M	2.00	73.22	146.44
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	25-AUG-11	DAILY MEDIA MONITORING, DEVELOP ONE PAGERS FOR NYC M	2.75	73.22	201.36
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	25-AUG-11	MEDIA MONITORING	.75	73.22	54.92
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	26-AUG-11	DAILY MEDIA MONITORING, COLLECT CLIPS ON TBW SERVICE	3.00	73.22	219.66
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	26-AUG-11	MEDIA MONITORING	.50	73.22	36.61
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	29-AUG-11	DAILY MEDIA MONITORING, BI WEEKLY MEDIA ANALYSIS	2.75	73.22	201.36
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	30-AUG-11	DAILY MEDIA MONITORING, BI WEEKLY MEDIA ANALYSIS	2.75	73.22	201.36
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	31-AUG-11	DAILY MEDIA MONITORING, BI WEEKLY MEDIA ANALYSIS	3.75	73.22	274.59
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	31-AUG-11	EDITS TO PRESS RELEASE AND HUD HAPPENINGS (3 BYRS)	.25	73.22	18.31
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	11-AUG-11	EDITING AND SENDING OUT MEDIA MONITORING; REFORMATTI	.50	73.22	36.61
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	15-AUG-11	MEDIA MONITORING	2.25	73.22	164.75
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	16-AUG-11	MEDIA MONITORING	2.00	73.22	146.44
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	17-AUG-11	MEDIA MONITORING	2.00	73.22	146.44
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	18-AUG-11	MEDIA MONITORING	2.00	73.22	146.44
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	19-AUG-11	MEDIA MONITORING	2.00	73.22	146.44
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	29-AUG-11	MEDIA IMPRESSIONS DOC REFORMATTING AND SPLIT UP; CLIPS	1.00	73.22	73.22
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	30-AUG-11	MEDIA IMPRESSIONS RESEARCH AND INPUT	1.25	73.22	91.53
03.0	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	31-AUG-11	MEDIA IMPRESSIONS RESEARCH AND INPUT; DRAFTING MI RE	4.50	73.22	329.49
03.0	DIRECTOR	(b)(4),(b)(6)	01-AUG-11	REVIEW DAILY HOUSING COVERAGE; NY TOUR MEMO DEVELOPM	2.00	271.36	542.72
03.0	DIRECTOR	(b)(4),(b)(6)	02-AUG-11	REVIEW DAILY HOUSING COVERAGE; NY TOUR MEMO DEVELOPM	1.75	271.36	474.88
03.0	DIRECTOR	(b)(4),(b)(6)	03-AUG-11	REVIEW DAILY HOUSING COVERAGE; NY TOUR MEMO DEVELOPM	2.00	271.36	542.72
03.0	DIRECTOR	(b)(4),(b)(6)	04-AUG-11	REVIEW DAILY HOUSING COVERAGE; NY TOUR MEMO DEVELOPM	.50	271.36	135.68
03.0	DIRECTOR	(b)(4),(b)(6)	05-AUG-11	REVIEW DAILY HOUSING COVERAGE; NY TOUR MEMO DEVELOPM	1.75	271.36	474.88
03.0	DIRECTOR	(b)(4),(b)(6)	08-AUG-11	REVIEW OF WEEKLY CLIPS, NY TOUR PLANNING	2.00	271.36	542.72
03.0	DIRECTOR	(b)(4),(b)(6)	09-AUG-11	REVIEW OF WEEKLY CLIPS, NY TOUR PLANNING, NUMBERS DO	1.50	271.36	407.04
03.0	DIRECTOR	(b)(4),(b)(6)	10-AUG-11	REVIEW OF WEEKLY CLIPS, NY TOUR PLANNING, NUMBERS DO	2.50	271.36	678.40
03.0	DIRECTOR	(b)(4),(b)(6)	11-AUG-11	REVIEW OF WEEKLY CLIPS, NY TOUR PLANNING, NUMBERS DO	2.00	271.36	542.72
03.0	DIRECTOR	(b)(4),(b)(6)	12-AUG-11	REVIEW OF WEEKLY CLIPS, NY TOUR PLANNING, NUMBERS DO	3.50	271.36	949.76
03.0	DIRECTOR	(b)(4),(b)(6)	15-AUG-11	REVIEW HOUSING COVERAGE; NY MEDIA PLANNING; OP-ED RE	2.00	271.36	542.72
03.0	DIRECTOR	(b)(4),(b)(6)	16-AUG-11	REVIEW HOUSING COVERAGE; NY MEDIA PLANNING; OP-ED RE	2.50	271.36	678.40
03.0	DIRECTOR	(b)(4),(b)(6)	17-AUG-11	REVIEW HOUSING COVERAGE; NY MEDIA PLANNING; OP-ED RE	2.25	271.36	610.56
03.0	DIRECTOR	(b)(4),(b)(6)	18-AUG-11	REVIEW HOUSING COVERAGE; NY MEDIA PLANNING; OP-ED RE	2.75	271.36	746.24

INVOICE BACKUP REPORT

INVOICE: 193994  
 INVOICE DATE: 12-SEP-11  
 CLIENT: US DEPT OF HOUSING & URBAN DEVELOPMENT  
 PROJECT: UNH063598 - Base Period

TASK	BILLING TITLE	NAME	DATE	COMMENT	HRS	RATE	BILLED AMOUNT
03.0	DIRECTOR	(b)(4),(b)(6)	19-AUG-11	REVIEW HOUSING COVERAGE; NY MEDIA PLANNING; OP-ED RE	2.75	271.36	746.24
03.0	DIRECTOR	(b)(4),(b)(6)	22-AUG-11	REVIEW OF HOUSING COVRAG; PLANNING FOR NY MEDIA TOU	3.50	271.36	949.76
03.0	DIRECTOR	(b)(4),(b)(6)	23-AUG-11	REVIEW OF HOUSING COVRAG; PLANNING FOR NY MEDIA TOU	2.50	271.36	678.40
03.0	DIRECTOR	(b)(4),(b)(6)	24-AUG-11	REVIEW OF HOUSING COVRAG; PLANNING FOR NY MEDIA TOU	3.25	271.36	881.92
03.0	DIRECTOR	(b)(4),(b)(6)	25-AUG-11	REVIEW OF HOUSING COVRAG; PLANNING FOR NY MEDIA TOU	4.50	271.36	1,221.12
03.0	DIRECTOR	(b)(4),(b)(6)	26-AUG-11	REVIEW OF HOUSING COVRAG; PLANNING FOR NY MEDIA TOU	2.00	271.36	542.72
03.0	DIRECTOR	(b)(4),(b)(6)	29-AUG-11	NY MEDIA TOUR PLANNING AND ADJUSTMENTS; REVIEW HOUSI	4.00	271.36	1,085.44
03.0	DIRECTOR	(b)(4),(b)(6)	30-AUG-11	NEW YORK MEDIA TOUR PLANNING, ACKNOWLEDGEMENT AGREEM	2.75	271.36	746.24
03.0	DIRECTOR	(b)(4),(b)(6)	31-AUG-11	NEW YORK MEDIA TOUR PLANNING, ACKNOWLEDGEMENT AGREEM	3.25	271.36	881.92
03.0	DIRECTOR	(b)(4),(b)(6)	23-AUG-11	CONF CALL TO DISCUSS OP-ED.	.50	271.36	135.68
03.0	INTERM	(b)(4),(b)(6)	01-AUG-11	DAILY MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	01-AUG-11	DAILY MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	02-AUG-11	DAILY MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	02-AUG-11	DAILY MEDIA MONITORING	.75	73.22	54.92
03.0	INTERM	(b)(4),(b)(6)	03-AUG-11	DAILY MEDIA MONITORING	.75	73.22	54.92
03.0	INTERM	(b)(4),(b)(6)	03-AUG-11	DAILY MEDIA MONITORING	.75	73.22	54.92
03.0	INTERM	(b)(4),(b)(6)	04-AUG-11	DAILY MEDIA MONITORING	.50	73.22	36.61
03.0	INTERM	(b)(4),(b)(6)	04-AUG-11	DAILY MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	05-AUG-11	DAILY MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	05-AUG-11	DAILY MEDIA MONITORING	1.00	73.22	73.22
03.0	INTERM	(b)(4),(b)(6)	01-AUG-11	NYC MEDIA BROADCAST RESEARCH	4.25	73.22	311.19
03.0	INTERM	(b)(4),(b)(6)	26-AUG-11	COORDINATION FOR UPCOMING NYC MEDIA INTERVIEWS	.25	228.29	57.07
03.0	MANAGER	(b)(4),(b)(6)	29-AUG-11	PREP FOR GINNIE HAS INTERVIEWS	.50	228.29	114.15
03.0	MANAGER	(b)(4),(b)(6)	30-AUG-11	STAFFING GINNIE HAS CLIENTS DURING NYC MEDIA TOUR; P	7.50	228.29	1,712.18
03.0	MANAGER	(b)(4),(b)(6)	31-AUG-11	STAFFING GINNIE HAS CLIENTS DURING NYC MEDIA TOUR; P	3.50	228.29	799.02
03.0	MANAGER	(b)(4),(b)(6)	25-AUG-11	NY TOUR PREP.	4.00	340.28	1,361.12
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	24-AUG-11	NYMT PITCHING AND CONFIRMATION NOTES	3.00	340.28	1,020.84
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	25-AUG-11	STV AND MEDIA TRAINING COUNSEL	.25	340.28	85.07
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	26-AUG-11	CALL WITH STV AND MEDIA TOUR UPDATE WITH TEAM	.25	340.28	85.07
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	29-AUG-11	NYC MT	1.00	340.28	340.28
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	30-AUG-11	NYC MT	.75	340.28	255.21
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	31-AUG-11	NYC MT	.50	340.28	170.14
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	01-AUG-11	REVIEW HOUSING COVERAGE; MEDIA ANALYSIS APPROACH MEM	4.75	180.91	859.32
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	03-AUG-11	REVIEW HOUSING COVERAGE; REVIEW NUMBERS DOCUMENT AT	4.00	180.91	723.64
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	04-AUG-11	REVIEW HOUSING COVERAGE; DRAFT QUOTE FOR JULY ISSUAE	2.00	180.91	361.82
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	05-AUG-11	REVIEW HOUSING COVERAGE; DRAFT BIO FOR BRENDA THOMAS	2.00	180.91	361.82
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	08-AUG-11	REVIEW HOUSING COVERAGE; DRAFT ANNUAL REPORT PHOTO M	2.00	180.91	361.82
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	12-AUG-11	REVIEW HOUSING COVERAGE; DRAFT ANNUAL REPORT PHOTO M	5.00	180.91	904.55
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	15-AUG-11	REVIEW HOUSING COVERAGE; DRAFT ANNUAL REPORT PHOTO M	2.00	180.91	361.82
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	17-AUG-11	REVIEW HOUSING COVERAGE; DRAFT ANNUAL REPORT PHOTO M	2.00	180.91	361.82
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	19-AUG-11	REVIEW HOUSING COVERAGE; DRAFT ANNUAL REPORT PHOTO M	3.00	180.91	542.73
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	22-AUG-11	REVIEW HOUSING COVERAGE; DRAFT ANNUAL REPORT PHOTO M	2.00	180.91	361.82
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	23-AUG-11	REVIEW HOUSING COVERAGE; DRAFT ANNUAL REPORT PHOTO M	2.00	180.91	361.82
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	24-AUG-11	REVIEW HOUSING COVERAGE; DRAFT ANNUAL REPORT PHOTO M	2.50	180.91	452.28
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	25-AUG-11	REVIEW HOUSING COVERAGE; DRAFT ANNUAL REPORT PHOTO M	3.00	180.91	542.73
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	29-AUG-11	REVIEW HOUSING COVERAGE; DRAFT ANNUAL REPORT PHOTO M	2.00	180.91	361.82
03.0	MANAGING DIRECTOR	(b)(4),(b)(6)	31-AUG-11	REVIEW HOUSING COVERAGE; DRAFT ANNUAL REPORT PHOTO M	2.00	180.91	361.82

INVOICE BACKUP REPORT

INVOICE: 193996  
 INVOICE DATE: 12-SEP-11  
 CLIENT: US DEPT OF HOUSING & URBAN DEVELOPMENT  
 PROJECT: UHUC6359B - Base Period

TASK	BILLING TITLE	NAME	DATE	COMMENT	HRS	RATE	BILLED AMOUNT
03.1	ASSOCIATE	(b)(4),(b)(6)	02-AUG-11	PARTICIPATED IN STATUS CALL.	.75	137.83	
03.1	ASSOCIATE	(b)(4),(b)(6)	08-AUG-11	REVIEWED DAILY CLIPS PACKAGE.	.50	137.83	103.37
03.1	ASSOCIATE	(b)(4),(b)(6)	09-AUG-11	PARTICIPATED IN WEEKLY STATUS CALL.	1.00	137.83	68.92
03.1	ASSOCIATE	(b)(4),(b)(6)	09-AUG-11	REVIEWED DAILY CLIPS PACKAGE.	.50	137.83	137.83
03.1	ASSOCIATE	(b)(4),(b)(6)	10-AUG-11	REVIEWED DAILY CLIPS PACKAGE.	.75	137.83	68.92
03.1	ASSOCIATE	(b)(4),(b)(6)	11-AUG-11	PARTICIPATED IN CALL WITH HCDI.	.75	137.83	103.37
03.1	ASSOCIATE	(b)(4),(b)(6)	11-AUG-11	REVIEWED DAILY CLIPS PACKAGE.	.50	137.83	68.92
03.1	ASSOCIATE	(b)(4),(b)(6)	12-AUG-11	REVIEWED DAILY CLIPS PACKAGE.	.50	137.83	68.92
03.1	ASSOCIATE	(b)(4),(b)(6)	16-AUG-11	PARTICIPATED IN WEEKLY STATUS MEETING.	.75	137.83	103.37
03.1	ASSOCIATE	(b)(4),(b)(6)	23-AUG-11	PARTICIPATED IN WEEKLY STATUS CALL.	1.00	137.83	137.83
03.1	ASSOCIATE	(b)(4),(b)(6)	29-AUG-11	PARTICIPATED IN WEEKLY STATUS CALL.	.50	137.83	68.92
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	29-AUG-11	WEEKLY CLIENT CALL	.75	73.22	54.92
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	01-AUG-11	EDITING NOTES FROM BRAINSTORM; DRAFTING DASHBOARD; T	1.75	73.22	128.14
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	01-AUG-11	CLIPS EDITING	.50	73.22	36.61
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	02-AUG-11	MEETING ADMIN; WEEKLY CALL	1.50	73.22	109.83
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	03-AUG-11	RECAP NOTES DRAFTING AND EDITING; CLIPS REVIEW	1.25	73.22	91.53
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	04-AUG-11	CLIPS REVIEW	.25	73.22	18.31
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	05-AUG-11	CLIPS REVIEW	.25	73.22	18.31
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	05-AUG-11	CLIPS EDITING	.50	73.22	36.61
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	07-AUG-11	DASHBOARD DRAFT	1.00	73.22	73.22
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	09-AUG-11	MEETING PREP; MEETING W GM. TO DOS FOR THAT DAY; CAL	3.25	73.22	237.97
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	10-AUG-11	CLIPS; RECAP NOTES FINALIZING; RECAP NOTES FOR HCDI	3.00	73.22	219.66
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	11-AUG-11	CLIPS REVIEW; RECAP NOTES, DISTRIBUTION AND CORRESPO	2.00	73.22	146.44
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	12-AUG-11	CLIPS REVIEW; HCDI RECAP NOTES	1.00	73.22	73.22
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	15-AUG-11	CORRESPONDENCE ON MYCS; DASHBOARD DRAFT	.75	73.22	54.92
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	15-AUG-11	PREPPING ALL MEDIA MONITORING FOR MEDIA ANALYSIS	.25	73.22	18.31
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	16-AUG-11	AGENDA AND CALENDAR DRAFT; INCORPORATING EDITS AND S	1.75	73.22	128.14
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	17-AUG-11	CALL W HCDI; PREPPING FOR MEETING; DRAFTING AND SEND	.75	73.22	54.92
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	18-AUG-11	HCDI RECAP NOTES	.50	73.22	36.61
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	19-AUG-11	SEND HCDI RECAP NOTES; COORD ON WEEKLY HCDI CALL; DR	2.00	73.22	146.44
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	22-AUG-11	DASHBOARD AND CALENDAR DRAFT	1.25	73.22	91.53
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	23-AUG-11	STATUS CALL AND CALL PREP	1.25	73.22	91.53
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	24-AUG-11	RECAP NOTES AND HCDI AGENDA DRAFT	1.50	73.22	109.83
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	25-AUG-11	RECAP NOTES/EDITS; CLIPS; SCHEDULING/CORRESPONDENCE	1.25	73.22	91.53
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	26-AUG-11	DRAFT DASHBOARD, AGENDA AND CALENDAR FOR NEXT WEEK;	3.25	73.22	237.97
03.1	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	29-AUG-11	DASH, CAL AND AGENDA EDITS; MEETING PREP AND SCHED;	2.00	73.22	146.44
03.1	DIRECTOR	(b)(4),(b)(6)	19-AUG-11	PROGRAM COORDINATION WITH HCDI; TEAM MEETINGS; PROJE	2.25	271.36	610.56
03.1	DIRECTOR	(b)(4),(b)(6)	19-AUG-11	PROGRAM COORDINATION WITH HCDI; TEAM MEETINGS; PROJE	2.50	271.36	678.40
03.1	DIRECTOR	(b)(4),(b)(6)	22-AUG-11	ACCOUNT PLANNING; INVOICE MANAGEMENT; SUBCONTRACT CO	3.25	271.36	881.92
03.1	DIRECTOR	(b)(4),(b)(6)	23-AUG-11	ACCOUNT PLANNING; INVOICE MANAGEMENT; SUBCONTRACT CO	3.50	271.36	949.76
03.1	DIRECTOR	(b)(4),(b)(6)	24-AUG-11	ACCOUNT PLANNING; INVOICE MANAGEMENT; SUBCONTRACT CO	2.75	271.36	610.56
03.1	DIRECTOR	(b)(4),(b)(6)	25-AUG-11	ACCOUNT PLANNING; INVOICE MANAGEMENT; SUBCONTRACT CO	2.50	271.36	678.40
03.1	DIRECTOR	(b)(4),(b)(6)	26-AUG-11	ACCOUNT PLANNING; INVOICE MANAGEMENT; SUBCONTRACT CO	3.50	271.36	949.76
03.1	DIRECTOR	(b)(4),(b)(6)	29-AUG-11	PROJECT MANAGEMENT, TEAM AND CLIENT MEETINGS, SUBCON	2.25	271.36	610.56
03.1	DIRECTOR	(b)(4),(b)(6)	30-AUG-11	PROJECT MANAGEMENT, TEAM AND CLIENT MEETINGS, SUBCON	2.75	271.36	746.24
03.1	DIRECTOR	(b)(4),(b)(6)	31-AUG-11	PROJECT MANAGEMENT, TEAM AND CLIENT MEETINGS, SUBCON	3.00	271.36	814.08
03.1	DIRECTOR	(b)(4),(b)(6)	09-AUG-11	REVIEW OF GINSTE MAE WEB MATERIALS/SCHEDULE	1.00	271.36	271.36

INVOICE BACKUP REPORT

INVOICE: 193996  
INVOICE DATE: 12-SEP-11  
CLIENT: US DEPT OF HOUSING & URBAN DEVELOPMENT  
PROJECT: UNHDE659B - Base Period

TASK	BILLING TITLE	NAME	DATE	COMMENT	HRS	RATE	BILLED AMOUNT
03.1	DIRECTOR	(b)(4),(b)(6)	11-AUG-11	STAKEHOLDER INTERVIEWS	1.00	271.36	271.36
03.1	DIRECTOR	(b)(4),(b)(6)	17-AUG-11	WEEKLY CALL	.75	271.36	203.52
03.1	DIRECTOR	(b)(4),(b)(6)	18-AUG-11	STAKEHOLDER INTERVIEWS	1.50	271.36	407.04
03.1	DIRECTOR	(b)(4),(b)(6)	26-AUG-11	STAKEHOLDER INTERVIEWS	1.00	271.36	271.36
03.1	DIRECTOR	(b)(4),(b)(6)	31-AUG-11	PROGRAM COORDINATION WITH HCDI	1.50	271.36	407.04
03.1	INTERM	(b)(4),(b)(6)	02-AUG-11	WEEKLY CALL WITH CLIENT.	1.25	73.22	91.53
03.1	INTERM	(b)(4),(b)(6)	09-AUG-11	WEEKLY CLIENT CALL	1.00	73.22	73.22
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	02-AUG-11	STATUS CALL WITH CLIENT; REVIEW DASHBOARD AND AGENDA	2.00	180.91	361.82
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	03-AUG-11	REVIEW RECAP NOTES	1.00	180.91	180.91
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	09-AUG-11	WEEKLY CALL WITH GMA; CALL WITH HCDI; REVIEW AGENDAS	4.50	180.91	814.10
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	10-AUG-11	DRAFT BILLING LETTER; COORDINATION WITH HCDI ON WEBS	3.00	180.91	542.73
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	11-AUG-11	WEBSITE COORDINATION WITH HCDI AND GMA; INTERNAL ME	1.00	180.91	180.91
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	12-AUG-11	COORDINATION WITH HCDI WEBSITE; OBTAIN EMAIL ADDRESS	1.75	180.91	316.59
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	16-AUG-11	WEEKLY CALL WITH GMA; CALL WITH HCDI; REVIEW AGENDAS	4.50	180.91	814.10
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	17-AUG-11	COORDINATION WITH HCDI ON WEBSITE MATERIALS; REVIEW	4.00	180.91	723.64
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	18-AUG-11	WEBSITE COORDINATION WITH HCDI AND GMA; INTERNAL ME	4.00	180.91	723.64
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	19-AUG-11	COORDINATION WITH HCDI WEBSITE; STAKEHOLDER INTERVIE	3.00	180.91	542.73
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	22-AUG-11	REVIEW AGENDA, DASHBOARD, CALENDAR, HCDI WEBSITE COO	4.00	180.91	723.64
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	23-AUG-11	WEEKLY CALL WITH GMA; CALL WITH HCDI; HCDI WEBSITE C	4.50	180.91	814.10
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	24-AUG-11	COORDINATION WITH HCDI ON WEBSITE MATERIALS; REVIEW	4.00	180.91	723.64
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	25-AUG-11	WEBSITE COORDINATION WITH HCDI AND GMA; INTERNAL ME	4.00	180.91	723.64
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	29-AUG-11	REVIEW AGENDA, DASHBOARD, CALENDAR, HCDI WEBSITE COO	4.00	180.91	723.64
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	30-AUG-11	HCDI WEBSITE COORDINATION; REVIEW RECAP NOTES; AD CO	4.00	180.91	723.64
03.1	SENIOR ASSOCIATE	(b)(4),(b)(6)	31-AUG-11	COORDINATION WITH HCDI ON WEBSITE MATERIALS; INTERNA	4.00	180.91	723.64
05	ASSOCIATE	(b)(4),(b)(6)	02-AUG-11	EDITED INTERVIEW PER JASON.	2.00	137.83	275.66
05	ASSOCIATE	(b)(4),(b)(6)	03-AUG-11	DRAFTED HUD HAPPENINGS.	1.00	137.83	137.83
05	ASSOCIATE	(b)(4),(b)(6)	04-AUG-11	MADE UPDATES TO HUD HAPPENINGS PER GINA AND TERRY.	.50	137.83	68.92
05	ASSOCIATE	(b)(4),(b)(6)	15-AUG-11	EDITED PORTION OF WEBSITE MEMO FOR RISTY.	.25	137.83	34.46
05	ASSOCIATE	(b)(4),(b)(6)	29-AUG-11	CREATED HUD HAPPENINGS AND IN HOUSE TRACKER.	.25	137.83	34.46
05	ASSOCIATE	(b)(4),(b)(6)	02-AUG-11	RESEARCH FOR HUD HAPPENINGS; COLLECTED PHOTOGRAPHS O	4.25	137.83	585.78
05	ASSOCIATE	(b)(4),(b)(6)	03-AUG-11	COLLECTED PHOTOGRAPHS OF ANARD WIMMERS FROM ALL STAF	4.75	137.83	654.69
05	ASSOCIATE	(b)(4),(b)(6)	04-AUG-11	RESEARCHED GSE REFORM BILLS	3.00	137.83	413.49
05	ASSOCIATE	(b)(4),(b)(6)	10-AUG-11	REVIEWED PROGRAM DOCUMENTS (STAKEHOLDER LETTER)	.50	137.83	68.92
05	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	29-AUG-11	CALL WITH PHOTOGRAPHER FOR ANNUAL REPORT PICTURES	.25	73.22	18.31
05	CLIENT SERVICE ASSISTANT	(b)(4),(b)(6)	12-AUG-11	PUTTING PPT IN NEW FORMAT; ADJUSTING PICTURES, FONT	1.50	73.22	109.83
05	DIRECTOR	(b)(4),(b)(6)	05-AUG-11	ASSIST JL WITH CHART IN PPT	.25	271.36	67.84
05	DIRECTOR	(b)(4),(b)(6)	01-AUG-11	HUD HAPPENINGS; IN-HOUSE; SPEECH DEVELOPMENTS; GNM 1	1.00	271.36	271.36
05	DIRECTOR	(b)(4),(b)(6)	01-AUG-11	TEAM MEETINGS AND ACCOUNT PLANNING; HCDI DEVELOPMENT	1.25	271.36	339.20
05	DIRECTOR	(b)(4),(b)(6)	02-AUG-11	HUD HAPPENINGS; IN-HOUSE; SPEECH DEVELOPMENTS; GNM 1	.50	271.36	135.68
05	DIRECTOR	(b)(4),(b)(6)	02-AUG-11	TEAM MEETINGS AND ACCOUNT PLANNING; HCDI DEVELOPMENT	3.50	271.36	949.76
05	DIRECTOR	(b)(4),(b)(6)	03-AUG-11	HUD HAPPENINGS; IN-HOUSE; SPEECH DEVELOPMENTS; GNM 1	1.75	271.36	474.87
05	DIRECTOR	(b)(4),(b)(6)	03-AUG-11	TEAM MEETINGS AND ACCOUNT PLANNING; HCDI DEVELOPMENT	2.50	271.36	678.40
05	DIRECTOR	(b)(4),(b)(6)	05-AUG-11	HUD HAPPENINGS; IN-HOUSE; SPEECH DEVELOPMENTS; GNM 1	1.25	271.36	339.20
05	DIRECTOR	(b)(4),(b)(6)	05-AUG-11	TEAM MEETINGS AND ACCOUNT PLANNING; HCDI DEVELOPMENT	2.25	271.36	610.56
05	DIRECTOR	(b)(4),(b)(6)	08-AUG-11	STAKEHOLDER LETTER REVIEW AND EDITS	1.50	271.36	407.04
05	DIRECTOR	(b)(4),(b)(6)	08-AUG-11	ACCOUNT PLANNING, TEAM MEETINGS, PROJECT MANAGEMENT	2.00	271.36	542.72
05	DIRECTOR	(b)(4),(b)(6)	09-AUG-11	STAKEHOLDER LETTER REVIEW AND EDITS. DISCUSS OIG PRE	2.50	271.36	678.40

INVOICE BACKUP REPORT

INVOICE: 193996  
INVOICE DATE: 12-SEP-11  
CLIENT: US DEPT OF HOUSING & URBAN DEVELOPMENT  
PROJECT: URUDS359B - Base Period

TASK	BILLING TITLE	NAME	DATE	COMMENT	HRS	RATE	BILLED AMOUNT
05	DIRECTOR	(b)(4),(b)(6)	09-AUG-11	ACCOUNT PLANNING, TEAM MEETINGS, PROJECT MANAGEMENT	3.25	271.36	881.92
05	DIRECTOR	(b)(4),(b)(6)	10-AUG-11	STAKEHOLDER LETTER REVISIONS WITH TEAM; SUBMIT	2.50	271.36	678.40
05	DIRECTOR	(b)(4),(b)(6)	10-AUG-11	ACCOUNT PLANNING, TEAM MEETINGS, PROJECT MANAGEMENT	1.50	271.36	407.04
05	DIRECTOR	(b)(4),(b)(6)	11-AUG-11	REVISE OIG PRESENTATION DRAFT NEW SLIDES	1.50	271.36	407.04
05	DIRECTOR	(b)(4),(b)(6)	11-AUG-11	ACCOUNT PLANNING, TEAM MEETINGS, PROJECT MANAGEMENT	3.00	271.36	814.08
05	DIRECTOR	(b)(4),(b)(6)	12-AUG-11	REVISE OIG PRESENTATION DRAFT NEW SLIDES	1.50	271.36	407.04
05	DIRECTOR	(b)(4),(b)(6)	12-AUG-11	ACCOUNT PLANNING, TEAM MEETINGS, PROJECT MANAGEMENT	3.00	271.36	814.08
05	DIRECTOR	(b)(4),(b)(6)	12-AUG-11	ANNUAL REPORT PHOTOGRAPHY	1.00	271.36	271.36
05	DIRECTOR	(b)(4),(b)(6)	15-AUG-11	PROGRAM COORDINATION WITH HCDI; TEAM MEETINGS; PROJE	2.25	271.36	610.56
05	DIRECTOR	(b)(4),(b)(6)	15-AUG-11	REVISE/EDIT OIG PRESENTATION AND DISCUSSIONS WITH CL	4.50	271.36	1,221.12
05	DIRECTOR	(b)(4),(b)(6)	16-AUG-11	PROGRAM COORDINATION WITH HCDI; TEAM MEETINGS; PROJE	2.25	271.36	610.56
05	DIRECTOR	(b)(4),(b)(6)	17-AUG-11	PROGRAM COORDINATION WITH HCDI; TEAM MEETINGS; PROJE	2.75	271.36	746.24
05	DIRECTOR	(b)(4),(b)(6)	17-AUG-11	REVISE/EDIT OIG PRESENTATION AND DISCUSSIONS WITH CL	2.50	271.36	678.40
05	DIRECTOR	(b)(4),(b)(6)	18-AUG-11	REVISE/EDIT OIG PRESENTATION AND DISCUSSIONS WITH CL	1.50	271.36	407.04
05	DIRECTOR	(b)(4),(b)(6)	19-AUG-11	REVISE/EDIT OIG PRESENTATION AND DISCUSSIONS WITH CL	1.25	271.36	339.20
05	DIRECTOR	(b)(4),(b)(6)	24-AUG-11	FINALIZE OIG	1.00	271.36	271.36
05	DIRECTOR	(b)(4),(b)(6)	25-AUG-11	IN-HOUSE	.25	271.36	67.84
05	DIRECTOR	(b)(4),(b)(6)	29-AUG-11	LEDBETTER INTERVIEW AND STAKEHOLDER LETTER DRAFTING/	2.00	271.36	542.72
05	DIRECTOR	(b)(4),(b)(6)	31-AUG-11	HUD HAPPENINGS ON NY MEDIA TOUR; STAKEHOLDER EDITS	1.25	271.36	339.20
05	SENIOR ASSOCIATE	(b)(4),(b)(6)	03-AUG-11	TWEAK HUD HAPPENINGS	.50	180.91	90.46
05	SENIOR ASSOCIATE	(b)(4),(b)(6)	04-AUG-11	TWEAK HUD HAPPENINGS; BACK AND FORTH WITH GSCREEN/TC	1.00	180.91	180.91
05	SENIOR ASSOCIATE	(b)(4),(b)(6)	10-AUG-11	CONVERSATIONS WITH ANNUAL REPORT PHOTOGRAPHERS; DISC	.50	180.91	90.46
05	SENIOR ASSOCIATE	(b)(4),(b)(6)	12-AUG-11	REVISE IN HOUSE NEWSLETTER SUBMISSION	1.00	180.91	180.91
05	SENIOR ASSOCIATE	(b)(4),(b)(6)	19-AUG-11	REVISE IN HOUSE NEWSLETTER SUBMISSION	.50	180.91	90.46
05	SENIOR ASSOCIATE	(b)(4),(b)(6)	25-AUG-11	EDIT B THOMAS BIO	.50	180.91	90.46
05	SENIOR ASSOCIATE	(b)(4),(b)(6)	31-AUG-11	REVIEW/DISTRIBUTE STAKEHOLDER LETTER; DRAFT HUD HAP	1.75	180.91	316.59
05.1	ASSOCIATE	(b)(4),(b)(6)	08-AUG-11	UPDATED STAKEHOLDER LETTER AND MET WITH JASON.	2.50	137.83	344.58
05.1	ASSOCIATE	(b)(4),(b)(6)	10-AUG-11	UPDATED AND CIRCULATED STAKEHOLDER LETTER.	.50	137.83	68.92
05.1	ASSOCIATE	(b)(4),(b)(6)	12-AUG-11	EDITED AND UPDATED IN HOUSE.	.25	137.83	34.46
05.1	ASSOCIATE	(b)(4),(b)(6)	18-AUG-11	LISTENED TO MEETING WITH TED TOZER.	.50	137.83	68.92
05.1	ASSOCIATE	(b)(4),(b)(6)	19-AUG-11	DRAFTED SEPTEMBER IN-HOUSE.	1.50	137.83	206.75
05.1	ASSOCIATE	(b)(4),(b)(6)	29-AUG-11	PARTICIPATED IN INTERVIEW WITH LEDBETTER. DRAFTED LE	1.75	137.83	241.20
05.1	DIRECTOR	(b)(4),(b)(6)	01-AUG-11	MONTHLY STAKEHOLDER DEVELOPMENTS	1.00	271.36	271.36
05.1	DIRECTOR	(b)(4),(b)(6)	09-AUG-11	MONTHLY STAKEHOLDER DEVELOPMENTS; ATTEMPT TO GET AUD	1.50	271.36	407.04
06	ASSOCIATE	(b)(4),(b)(6)	09-AUG-11	UPDATED RESEARCH REGARDING GSE REFORM BILLS	1.50	137.83	206.75
<b>TOTAL - PROFESSIONAL SERVICES :</b>					<b>411.25</b>		<b>80,021.68</b>

OUT OF POCKET EXPENSES

TASK	BILLING TITLE	NAME	DATE	COMMENT	BILLED AMOUNT
02	HCD INTERNATIONAL INV# 00001 JULY 2011		31-JUL-11		5,806.20
02	HCDI AUGUST 11 CHARGES		31-AUG-11		30,432.34
02	IFF FOR HCDI AUGUST 11 CHARGES		31-AUG-11		228.24
02	IFF FOR HCDI JULY CHARGES		31-JUL-11		43.55
03.0	CLIPPING SERVICE	CRITICAL MENTION	26-AUG-11	26926 - CLIPPING SERVICE FOR MEDIA MONITORING	1,250.00



INVOICE BACKUP REPORT

Page: 6 of 6  
Run Date: 12-SEP-11 14:29:21

INVOICE: 193996  
INVOICE DATE: 12-SEP-11  
CLIENT: US DEPT OF HOUSING & URBAN DEVELOPMENT  
PROJECT: UNUD6359B - Base Period

TASK	BILLING TITLE	NAME	DATE	COMMENT	BILLED AMOUNT
					57,980.00
03.0	CLIPPING SERVICE	INSIDE MORTGAGE FINANCE PUBLICATIONS, INC.	29-JUL-11	8024-20110728 - 40 SUBSCRIPTIONS TO TRADE PUBLICATIO	
03.0	CLIPPING SERVICE	MELTWATER NEWS AN S.R.L.	29-JUL-11	US26751 - CLIPPING SERVICE FOR MEDIA MONITORING	5,500.00
03.0	CLIPPING SERVICE	SOURCEMEDIA	01-AUG-11	080111 - 40 SUBSCRIPTIONS TO TRADE PUBLICATIONS	119,163.00
03.0	COURIER/MESSENGER	TRANS TIME EXPRESS	18-AUG-11	388473 - DC	22.30
03.0	MISCELLANEOUS	RECLASS	29-JUL-11	KN081111-R02 - DC-COLOR	9.24
03.1	COURIER/MESSENGER	TRANS TIME EXPRESS	03-AUG-11	387773 - DC-387773	28.65
04	HCDI AUGUST 11 CHARGES		31-AUG-11		6,072.08
04	IPF FOR HCDI AUGUST 11 CHARGES		11-AUG-11		45.54
05	PRINTING	SELECT PRINTING & COPY INC	24-AUG-11	21534 - POSTER	127.20
07	HCDI AUGUST 11 CHARGES		11-AUG-11		3,959.68
07	IPF FOR HCDI AUGUST 11 CHARGES		11-AUG-11		29.70
TOTAL - OUT OF POCKET EXPENSES :					230,597.72
GRAND TOTAL:					411.25
					310,619.40

# HCD INTERNATIONAL

Marketing Materials Services

4390 Parliament Place, Suite A  
Lanham, MD 20706

T 301.552.8200  
F 301.552.6400

August 31, 2011

## Monthly Billing Report Rebranding and Website Support Effort

Duration: July 21, 2011 – July 31, 2011

Dear Jason,

Attached please find an invoice from HCD International for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from July 21<sup>st</sup>, 2011 through July 31<sup>st</sup>, 2011.

The July invoice totals \$5,806.20 in professional services and out-of-pocket costs, and breaks down as follows:

- + \$5,806.20 for Marketing Materials Services

### + Summary of Activities: July 21, 2011 – July 31, 2011

Activities performed by HCD International during the period of July 21<sup>st</sup> through July 31<sup>st</sup> include account management with B-M; developing Website and Rebranding strategies; presenting Website and Rebranding strategies on our initial teleconference call with GNMA and B-M; generating preliminary 6 month timeline for rebranding and website support; attending kick-off meeting at GNMA; analyzing previous research web memos provided by B-M; reviewing whitepaper from Deloitte regarding website support.

### + Marketing Materials Services

- + Developed Website and Rebranding strategies in preparation for the 7/21/11 conference call.
- + Participated on Website and Rebranding discussion conference call with Ginnie Mae and B-M on 7/21/11.
- + Developed and Planned a 6 month timeline for the effort 7/26/11.
- + Attended kick-off meeting at Ginnie Mae 7/27/11.
- + Analyzed web memos from B-M.
- + Reviewed whitepaper from Deloitte.

www.hcdi.com

08/31/11

# HCD INTERNATIONAL

Providing Excellence in Service

4390 Parliament Place, Suite A  
Lanham, MD 20706

301.552.8803  
FAX 301.552.8804

On behalf of the HCD International team, it's always a pleasure working with you. Please contact me at 301.552.8803 if you have any questions or require additional information regarding this invoice.

BILLING #: 000001

PAGE: 01  
BILLING DATE: 08/25/11

DESCRIP: CLIN 0001

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: (b)(4),(b)(6)

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: S001-001

TOTAL CONTRACT: 154,952.00  
CONTRACT NAME: GNMA-MARKETING CLIN 001

BILL PD FROM: 07/07/11 TO: 07/31/11	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
APPLICATION DEVELOPR	132.56	14.0	1,855.84	14.0	1,855.84
CORPORATE OVERSIGHT	291.97	5.0	1,459.85	5.0	1,459.85
SYSTEMS MANAGER	196.19	9.0	1,765.71	9.0	1,765.71
SR SYSTEMS ANALYST	120.80	6.0	724.80	6.0	724.80
TOTAL LABOR		34.0	5,806.20	34.0	5,806.20
TOTAL BILLING			5,806.20		5,806.20

# HCD INTERNATIONAL

Providing Experience in Services

4390 Parliament Place, Suite A  
Lanham, MD 20706

T: 207-561-3076  
F: 207-561-3072

September 9, 2011

## Monthly Billing Report Rebranding and Website Support Effort

Duration: August 1, 2011 – August 31, 2011

Dear Jason,

Attached please find an invoice from HCD International for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from August 1<sup>st</sup>, 2011 through August 31<sup>st</sup>, 2011.

The August invoice totals \$40,464.10 in professional services and out-of-pocket costs, and breaks down as follows:

- + \$30,432.34 for Marketing Materials Services
- + \$6,072.08 for Conference, Event, and Outreach Support
- + \$3,959.68 for Web Page Support

### + Summary of Activities: August 1, 2011 – August 31, 2011

Activities performed by HCD International during the period of August 1st through August 31<sup>st</sup> include account management with B-M; developing the Stakeholder Interview Strategy; developing the Workplan & Timeline documents; attending conference calls with Ginnie Mae; attending weekly conference calls with B-M; coordinating stakeholder interviews; conducting stakeholder interviews; reviewing and relaying technical website preparation questions; designing the Numbers Ad; designing and producing the Hawaiian Shirt Contest posters; completing Website Support Phase 1a Content Audit; analyzing OB research performed by B-M; coordinating receipt of Traffic Analyses; analyzing Traffic Analyses from OB-11; performing user research for the development of personas and scenarios; identifying customer touch points; developing a competitive positioning strategy; progressing Website Support Phase 2 (Website Design – NonVisual); producing Stakeholder Interview Summary Reports.

**+ Marketing Materials Services**

- + Role:ed Stakeholder Interview Strategy 8/4/11.
- + Attended Conference Call with Ginnie Mae and B-M 8/9/11.
- + Relayed the Workplan/Timeline documents 8/10/11.
- + Attended Weekly Conference Call with B-M 8/11/11.
- + Interviewed Ted Tozer 8/17/11.
- + Attended Weekly Conference Call with B-M 8/17/11.
- + Interviewed Daniel Kahn 8/18/11.
- + Interviewed Victorin Vargas 8/18/11.
- + Interviewed Patricia Dougherty 8/18/11.
- + Interviewed Michael Drayne 8/18/11.
- + Interviewed Bronda Thomas 8/18/11.
- + Interviewed Kathleen Gibbons 8/19/11.
- + Relayed Stakeholder Interview Summary Report 8/22/11.
- + Attended Conference Call with Ginnie Mae and B-M 8/23/11.
- + Interviewed Mary Kinney 8/24/11.
- + Interviewed Kirk Freeman 8/24/11.
- + Interviewed Nuthan Deodhar 8/24/11.
- + Interviewed John Daugherty 8/25/11.
- + Interviewed Tamara Togans 8/25/11.
- + Interviewed Paul St. Laurent 8/26/11.
- + Attended Conference Call with Ginnie Mae and B-M 8/28/11.
- + Interviewed George Rose via phone 8/30/11.
- + Relayed Stakeholder Interview Summary Report 2 8/30/11.
- + Interviewed Phil Buckley 8/31/11.
- + Interviewed Gregory Kolth 8/31/11.
- + Progressed Rebranding Phase 1.

**+ Conference, Event, and Outreach Support**

- + Relayed the Numbers Ad 8/24/11.
- + Produced and Relayed the Hawaiian Shirt Contest Posters 8/31/11.

**+ Web Page Support**

- + Relayed technical website preparation questions 8/11/11.
- + Relayed Website Support Phase 1a Content Audit 8/22/11.
- + Progressed Website Support Phases 1b-1e.
- + Progressed Website Support Phases 2a-2g.

On behalf of the HCD International team, it's always a pleasure working with you. Please contact me at 301.552.8803 if you have any questions or require additional information regarding this invoice.

BILLING #: 000002

PAGE: 01  
BILLING DATE: 09/09/11

DESCRIP:

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: (b)(4),(b)(6)

FROM: MCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: S001

TOTAL CONTRACT: 294,429.00  
CONTRACT NAME: GNMA - CLIN 001

BILL PD FROM: 08/01/11 TO: 08/31/11	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
APPLICATION DEVELOPR	(b)(4)		18,690.96	155.0	20,546.80
CORPORATE OVERSIGHT			875.91	8.0	2,335.76
SYSTEMS MANAGER			1,765.71	18.0	3,531.42
SR RESEARCH ASST			5,118.72	62.0	5,118.72
SR SYSTEMS ANALYST			14,012.80	122.0	14,737.60
TOTAL LABOR			40,464.10	365.0	46,270.30
TOTAL BILLING			40,464.10		46,270.30

BILLING #: 000002

PAGE: 01  
BILLING DATE: 09/09/11

DESCRIP: CLIN 0001

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: (b)(4),(b)(6)

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: 5001-001

TOTAL CONTRACT: 154,952.00  
CONTRACT NAME: GRMA-MARKETING CLIN 001

BILL PD FROM: 08/01/11 TO: 08/31/11	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
APPLICATION DEVELOPR	(b)(4)		15,907.20	134.0	17,763.04
CORPORATE OVERSIGHT			875.91	8.0	2,335.76
SYSTEMS MANAGER			1,765.71	18.0	3,531.42
SR RESEARCH ASST			5,118.72	62.0	5,118.72
SR SYSTEMS ANALYST			6,764.80	62.0	7,489.60
TOTAL LABOR			30,432.34	284.0	36,238.54
TOTAL BILLING			30,432.34		36,238.54



BILLING #: 000002

PAGE: 01  
BILLING DATE: 09/09/11

DESCRIP: CLIN 0002

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: (b)(4), (b)(6)

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: S001-002

TOTAL CONTRACT: 90,689.00  
CONTRACT NAME: GNMA-CONF SUPTCLIN 002

BILL PD FROM: 08/01/11  
TO: 08/31/11

	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
APPLICATION DEVELOPR	(b)(4)		1,723.28	13.0	1,723.28
SR SYSTEMS ANALYST			4,348.80	36.0	4,348.80
TOTAL LABOR			6,072.08	49.0	6,072.08
TOTAL BILLING			6,072.08		6,072.08

BILLING #: 000002

PAGE: 01  
BILLING DATE: 09/09/11

DESCRIP: CLIN 0003

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: (b)(4),(b)(6)

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: S001-003

TOTAL CONTRACT: 48,788.00  
CONTRACT NAME: GNMA-WEB PAGE CLIN 003

BILL PD FROM: 08/01/11  
TO: 08/31/11

APPLICATION DEVELOPR  
SR SYSTEMS ANALYST

TOTAL LABOR

TOTAL BILLING

CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
(b)(4)		1,060.48	8.0	1,060.48
		2,899.20	24.0	2,899.20
		3,959.68	32.0	3,959.68
		3,959.68		3,959.68



Critical Mention, Inc.  
521 Fifth Avenue, 16th Floor  
New York, NY 10176

Bill To:  
Burson Marsteller (Washington DC)  
Attn: Misty Williams  
1110 Vermont Avenue, NW  
Suite 1200  
Washington, D.C. 20005-3654

VHUD 6359 B 03  
PO # 28384 /SI  
Misty Williams

AUG 30 2011

# INVOICE

Date	8/29/2011
Invoice #	26926

PO/Reference	28384-Globe Mkt
Terms	Net 65

Rep	LMES
Critical Mention Fed Tax ID: 41-2066400	

Qty	Item Code	Description	Detail	Price	Amount
1	Desktop	<p>CTV Pro-TV Search Platform - Annual Desktop License allowing 10 auto-alert filters; 1,000 video e-mail recipients/month; Estimated Audience Publicity Data; Report Builder Utility; Archive Self Service Tool allowing up to 240 clips over the annual term; Premium U.S. Content Set; Real-Time Radio Content Set; UK/Europe Content Set; Middle East Content Set - Single User License</p> <p>Annual Period: 07/29/11 - 07/28/12 Re: Globe Mkt Annual Fee: \$1,250.00 Supplier: 7365 Net 65 Days per Burson-Marsteller Purchase Order Terms &amp; Conditions Current PO #: 28384</p>	Monthly Fee	1,250.00	1,250.00

RECEIVED  
AUG 31 2011  
H.M.

Purchase Order Requestor: Misty Williams  
Project Code/Task #: VHUD6359B-03  
Description & Purpose: \_\_\_\_\_  
PURCHASE ORDER NUMBER 28384

<p><b>WE'VE MOVED!</b> Please update your records to reflect our new address for all payments and correspondence. Our telephone, fax and email information has not changed.</p>	Total	\$1,250.00
	Payments/Credits	00.00
	<b>Balance Due</b>	<b>\$1,250.00</b>

We appreciate your prompt payment. Payments not received within 30 days of the date due are subject to interest at a rate of 1.5% per month. If you have any questions or concerns about the accuracy of this bill please contact us at either (212) 398-1141 or [billing@criticalmention.com](mailto:billing@criticalmention.com). Thank you for letting us serve your business needs.

UHUD 6859 B03.0 mdu  
PO # 28386



7910 Woodmont Avenue, Suite 1000  
Bethesda, MD 20814-7019  
Tel (301) 951-1240 ■ Fax (301) 656-1709

# INVOICE

SEP - 1 2011

INVOICE BM24-20110728  
DATE: JULY 29, 2011

**TO:**  
Misty Williams  
Bureau-Mersteller  
1110 Vermont Ave NW Ste 1100  
Washington, DC 20005

**SHIP TO:**  
Staff as directed

**AUGUST 2011 - JULY 2012 SUBSCRIPTION DISCOUNT PLAN FOR GIMMIE MAE  
PO #28386**

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
40	<i>Inside Mortgage Finance</i>	\$545	\$21,960.00
40	<i>Inside MBS &amp; ABS</i>	\$599	\$23,960.00
40	<i>Inside FMA Lending</i>	\$299	\$11,960.00
120 subscriptions			
SUBTOTAL			\$57,880.00
SALES TAX			0.00
TOTAL DUE			\$57,880.00

Make all checks payable to Inside Mortgage Finance.  
If you have any questions concerning this invoice, contact Gwen Jones, 301.951.1240 or [gjones@imfpubs.com](mailto:gjones@imfpubs.com)  
Tax ID 52-1525759

We appreciate your business.

(b)(4),(b)(6)



UWDL6359B03.0

PO # 28385 mdcw

# Invoice

AUG 16 2011

Date	7/29/2011
Invoice #	UB28751
Rep	AMH

BRI To

Bureau: **Martindale C. H. Gale**  
 Attn: (b)(4), (b)(6)  
 1110 Vermont Avenue 11th Floor  
 Washington, DC, 20005, USA

(b)(4), (b)(6)

Terms	P.O. No.	Ordered By
		Waty Williams

Quantity	Description	Amount
1	<p>Meltwater News: 07/28/11-07/28/11</p> <p>Please reference "Meltwater News" and invoice # on all documents</p> <p><b>PAYMENTS VIA STANDARD MAIL</b></p> <p>Payable to: Meltwater News US Inc.            Remit to: Dept LA 23721            Pasadena, CA 91183-3721</p> <p><b>PAYMENTS VIA FEDEX, UPS, OR DHL</b></p> <p>Payable to: Meltwater News US Inc.            Remit to: Box 23721            14003 Live Oak Avenue            Irwindale, CA 91705-1700</p> <p><b>ELECTRONIC PAYMENTS</b></p> <p>HSBC            Account No: (b)(4)            ABA/Routing No.: (b)(4)            SWIFT Code: (b)(4)            Benefit of Meltwater News US, Inc.            Fax remittance advice to: 415 848 9190</p> <p>For billing inquiries please contact our Accounts Receivable department:            Tel +1 415 848 9223            Fax +1 415 839 7711            Invoice.ca@meltwaternews.com</p>	5,500.00
		Subtotal USD 5,500.00
		Tax USD 0.00
Amount due in full by August 28, 2011		Total USD 5,500.00

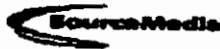
**RECEIVED**  
 AUG 17 2011  
 H. M. L.

As per Meltwater Group Standard Terms and Conditions use of any Purchase Order Number on this invoice is for payment purposes only.

JHND6359B03:0

PO# 28387

mdw



One State St. Plaza  
New York, NY 10004  
Phone 212 803-8200  
Fax 212.843.0639

(b)(4),(b)(6)

AUG 16 2011  
**SALES INVOICE**

Date: August 1, 2011

SHIP TO (b)(4),(b)(6)  
BURSON MARSTELLER  
1110 VERMONT AVE NW FL 11  
WASHINGTON DC 20005-2844

SEE to: MISTY WILLIAMS  
BURSON MARSTELLER  
1110 VERMONT AVE NW FL 11  
WASHINGTON DC 20005-2844

--	--	--

QTY	ITEM	PRICE	TOTAL
40 mcs	American Banker - 02493360 National Mortgage News - Various subscriptions Bond Buyer - Account 0253365 Asset Securitization Report - Account # 02493360		\$119,163.00

RECEIVED  
AUG 17 2011  
K. M.

REMIT CHECK TO: SOURCEMEDIA PO BOX 6871 CHICAGO, IL 60680

For ACH/Wire to:  
Harris National Association  
Chicago, IL 60690

ABA: (b)(4)  
Acct#

SUBTOTAL	\$119,163.00
SALES TAX	
AMOUNT DUE	\$119,163.00



**TRANS TIME EXPRESS**

**DETAIL OF DELIVERIES 08/01/11 - 08/16/11**

Account: N108 / BURSON-MARSTELLER

Ticket	Caller	Reference/Control	Time/Date	Proof of delivery	From	To	Charge Detail
--------	--------	-------------------	-----------	-------------------	------	----	---------------

1887743	(b)(4)	BURSON MARSTELLER	(b)(4),(b)(6)	FC	2.00	WT:	20	8.00
10:54	UN/01000000	1110 VERMONT AVE	860 12TH ST SW 3RD FL					
08/08/11	LM 406 351.0	DCNW-DOWNTOWN	DC SW					
		DCNW	DCSW					
		10:54	JENNA SCREEN	13:54				
	11:53	screen						
							REGULAR	11.00
							Tax	1.31
							Total	22.30 ✓

\$22.30

Date	Requester	Billing Number	Details	# of copies	# of orig. pages	Total # of prints	Price per copy	Total Price
7/28/2011	Missy Williams	UMJ083889-00.0	CShelley Doc	(b)(4)				9.24
				Total Prints				

\$ 9.24



(b)(4),(b)(6)

RECEIVED

INVOICE

TRANS TIME  
EXPRESS  
DELIVERY

AUG 04 2011

ACCOUNT N108	INVOICE NO. 387773	CURRENT CHARGES 28.65	INVOICE DATE 08/03/11	AMOUNT DUE \$10.78	QUESTIONS 703 625-4888 PLACE ORDER 703 625-4888
-----------------	-----------------------	--------------------------	--------------------------	-----------------------	--

BURSON-MARSTELLER  
1110 VERMONT AVE #1100  
WASHINGTON, DC 20005  
ATTN: ACCOUNTS PAYABLE

MAIL PAYMENT TO:  
TRANS TIME EXPRESS  
P O BOX 9139  
ARLINGTON VIRGINIA 22219

SUMMARY OF CHARGES

BILLING PERIOD

07/18/11-07/31/11

Current Charges ..... 27.09

RECEIVED  
8/12/11

Tax ..... 1.58

Invoice #: 387773 Date: 8/13/11 Vendor# \_\_\_\_\_  
Project Code \_\_\_\_\_ Task # \_\_\_\_\_

WHUD635AB-03.1 \$ 28.65

Handwritten: *Find PO # 8/9/2011*  
MAJOR CREDIT CARDS ARE ACCEPTED

Sales Tax: 101.123.910.212605.000

Batch # / Date:

Expenditure Type: CAMP MANAGER

Invoice Due Date: 08/18/11

ACCOUNT N108	INVOICE NO. 387773	CURRENT CHARGES 28.65	INVOICE DATE 08/03/11	AMOUNT DUE \$10.78	AMOUNT ENCLOSED \$ _____
-----------------	-----------------------	--------------------------	--------------------------	-----------------------	-----------------------------

Please make check payable to:

TRANS TIME EXPRESS  
P O BOX 9139  
ARLINGTON VIRGINIA 22219

BURSON-MARSTELLER  
1110 VERMONT AVE #1100  
WASHINGTON, DC 20005  
ATTN: ACCOUNTS PAYABLE

TRANS TIME  
EXPRESS  
DELIVERY  
Handwritten: *8.10.11*



**SELECT PRINTING  
AND COPYING**  
1110 Vermont Ave, NW  
Concourse 1  
Washington, DC 20005

UHVD 6359 B 05  
PO # 28676

**Invoice**

(b)(4),(b)(6)

No. **21534**

**AUG 29 2011**

Date 8/24/2011

Customer P.O. No.

1868

Burson - Marsteller  
1110 Vermont Avenue, NW  
Suite 1200  
Washington, DC 20005-3544

(b)(4),(b)(6)

(b)(4),(b)(6)



1	<p>Glenn Miss Poster 24x36" Mounted onto foam core</p> <div data-bbox="641 756 933 1004" style="text-align: center;"> <p><b>RECEIVED</b> AUG 31 2011 <b>SELECTED</b> <i>K.M.</i></p> </div> <p>Purchase Order Requestor: (b)(4),(b)(6)</p> <p>Project Code/Task #: <u>UHVD63598-05</u></p> <p>Description &amp; Purpose: _____</p> <p><b>PURCHASE ORDER NUMBER <u>28676</u></b></p>	<p>120.00</p>
---	---	---------------

<p>Ordered by: <b>Misty Williams</b> Sales Rep: <b>WJ G.</b> Taken by: Please pay from this invoice.  Thank you!</p>	<p>Glenn Miss Poster 24x36" Mounted onto foam core</p>	<p><b>SUBTOTAL 120.00</b> <b>DC TAX 7.20</b> <b>SHIPPING</b> <b>TOTAL 127.20</b> <b>AMOUNT DUE 127.20</b></p>
--	--	---



**Burson-Marsteller**

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0900  
F 202.530.4500

www.bm.com

October 10, 2011

Terry Carr  
Director, Communications and External Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, DC 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from September 1<sup>st</sup>, 2011 through September 30<sup>th</sup>, 2011.

The September invoice totals \$74,444.36 in professional services and out-of-pocket costs, and breaks down as follows:

- \$24,806.96 for Marketing Materials Services
- \$22,886.10 for Media Relations and Clips Services
- \$1,153.96 for Conference, Event, and Outreach Support
- \$23,717.32 for Third Party Outreach and Validation
- \$90.46 for Legislative Tracking
- \$1,789.56 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0001	46,000.00			46,000.00
CLIN 0002	154,951.96	24,806.96	61,317.29	93,634.67
CLIN 0003	455,647.45	22,886.10	305,685.04	149,962.41
CLIN 0004	90,689.81	1,153.96	7,271.58	83,418.23
CLIN 0005	121,724.80	23,717.32	55,034.78	66,690.02
CLIN 0006	69,735.30	90.46	297.21	69,438.09
CLIN 0007	48,788.57	1,789.56	5,778.94	43,009.63
CLIN 0008	9,000.00			9,000.00
<b>Contracting Billing Totals</b>	<b>996,537.89</b>	<b>74,444.36</b>	<b>435,384.84</b>	<b>561,153.05</b>

**Summary of Activities: September 1, 2011 through September 30, 2011**

Activities performed by Burson-Marsteller during the period of September 1<sup>st</sup> through September 30<sup>th</sup> include account management with HCD International; conducting Ginnie Mae internal and external stakeholder interviews; developing rebranding taglines and mock-up concepts; revising internal posters; developing monthly issuance and RPB reports; finalizing the Quarterly Numbers document; drafting opinion editorial; pitching, developing posters and coordinating logistics for the MBA 98<sup>th</sup> Annual Convention and Expo; developing and updating the Korean Delegation and NCSHA presentations; revising Ted Tozer's oral and written September speeches; coordinating photo and quote logistics for the 2011 Annual Report; drafting content for *HUD Happenings* and *In House* newsletters; revising and distributing the Executive Q&A for September stakeholder letter; researching appropriations bills; revising website project plan and budgets and ongoing strategic counsel.

**Marketing Materials Services**

- Rebranding and Website Activities:

- o Conducted 6 stakeholder interviews; submitted summary reports to Terry Carr/Gina Screen during the week of 9/9/11.
- o Revised web and rebranding timeline for remaining calendar year; submitted to Terry Carr/Gina Screen on 9/21/11.
- o Developed website "Must-Haves" list; submitted to Terry Carr/Gina Screen on 9/21/11.
- o Taglines and Mock-ups:
  - Developed taglines and mock-up concepts during the month of September.
  - Presented taglines and mock-up concepts to Terry Carr/Gina Screen on 9/29/11.
  - Revised taglines and mock-up concepts; to be submitted in October.

### Media Relations and Clips Services

- Participated in conference calls with Ginnie Mae communications team.
- Distributed weekly calendar to Ginnie Mae communications team.
- Distributed daily media monitoring reports to Ginnie Mae staff.
- Conducted Critical Mention media monitoring; weekly reports included in Friday daily media monitoring reports.
- Developed monthly issuance and RPB summary for August; submitted to Terry Carr/Gina Screen on 9/1/11 and 9/12/11.
- Drafted August Issuance release; submitted to Terry Carr/Gina Screen on 9/7/11, 9/9/11 and 9/12/11.
- Finalized Quarterly Numbers document; submitted to Terry Carr/Gina Screen on 9/19/11 and 9/20/11.
- Researched costs for posting *Asset Securitization* article, "Ginnie Mae Evolves as Mortgage Market Remains Volatile," to Ginnie Mae's website; submitted to Terry Carr/Gina Screen on 9/13/11.
- Developed Bi-weekly Media Impressions snapshot and report; submitted to Terry Carr/Gina Screen on 9/16/11 and 9/30/11.
- Drafted opinion editorial; submitted to Terry Carr/Gina Screen on 9/18/11.
- Researched CQ subscription and forwarded subscriber list; submitted to Terry Carr/Gina Screen on 9/27/11.
- Reviewed Brenda Thomas' bio and developed a cover email requesting a meeting; submitted to Terry Carr/Gina Screen on 9/28/11.
- Developed response to *Dow Jones Newswires* media inquiry; submitted to Terry Carr/Gina Screen on 9/29/11.
- Developed list of media relations accomplishments in FY11; submitted to Terry Carr/Gina Screen on 9/29/11.
- Forwarded *Inside Mortgage Finance* article, "Mortgage Market Continued Shrinking Through Midway Point in 2011, Down 7 Percent Since 2007;" submitted to Terry Carr/Gina Screen on 9/29/11.
- Compiled New York Media Tour coverage; submitted to Terry Carr/Gina Screen on 9/30/11.

### Conference, Event, and Outreach Support

- Hawaiian Poster:
  - o Developed Hawaiian Poster sticker; submitted to Terry Carr/Gina Screen on 9/1/11.
  - o Revised Hawaiian Posters; submitted to Terry Carr/Gina Screen on 9/21/11.
- Provided cost estimates for developing posters and ads; submitted to Terry Carr/Gina Screen on 9/16/11.
- Developed labor and time estimate for coordination and participation in Strategic Meeting; submitted to Terry Carr/Gina Screen on 9/28/11.
- Developed Wavy Line template for Employee Advisory Board meeting; submitted to Terry Carr/Gina Screen on 9/29/11.
- MBA 98<sup>th</sup> Annual Convention and Expo:
  - o Researched MBA submission dates; submitted to Terry Carr/Gina Screen on 9/7/11.
  - o Developed Soldier Ad; submitted to Terry Carr/Gina Screen on 9/7/11 and 9/8/11.
  - o Developed MBA Issuer Roundtable Save the Date; submitted to Terry Carr/Gina Screen on 9/14/11.
  - o Submitted MBA Soldier Ad to MRD and to MBA conference organizers on 9/14/11.
  - o Researched *Chicago Tribune* reporters; submitted to Terry Carr/Gina Screen on 9/16/11.
  - o Drafted media advisory; submitted to Terry Carr/Gina Screen on 9/16/11, 9/21/11 and 9/27/11.
  - o Developed questions for audience participants; submitted to Terry Carr/Gina Screen on 9/26/11.
  - o Conducted soft outreach to *Chicago Tribune* reporter on 9/27/11.

### Third Party Outreach and Validation

- Researched publication dates for the FY 2010 FHA Actuarial Review, Report to Congress and Audited Financial Statements; submitted to Terry Carr/Gina Screen on 9/6/11.
- Updated Principle Staff Presentation for Korean Delegation meeting; submitted to Terry Carr/Gina Screen on 9/20/11 and 9/21/11.
- Revised NCSHA presentation; submitted to Terry Carr/Gina Screen on 9/28/11 and 9/29/11.
- September Speech for Ted Tozer:
  - Revised oral speech; submitted to Terry Carr/Gina Screen on 9/1/11 and 9/7/11.
  - Revised written speech; submitted to Terry Carr/Gina Screen on 9/7/11.
- Annual Report:
  - Provided photographs from first photo shoot; submitted to Terry Carr/Gina Screen on 9/1/11.
  - Provided photographer's availability and time estimates for photographing families in October; submitted to Terry Carr/Gina Screen on 9/15/11.
  - Drafted quotes from the "Ginnie Mae Through the Years" video; submitted to Terry Carr/Gina Screen on 9/21/11.
  - Drafted quote release form; submitted to Terry Carr/Gina Screen on 9/21/11 and 9/27/11.
  - Drafted email to accompany quote release form; submitted to Terry Carr/Gina Screen on 9/27/11.
- *In House* and *HUD Happenings* Drafts:
  - Distributed tracker to Ginnie Mae Communications team.
  - Drafted *HUD Happenings* monthly newsletter on the New York Media Tour; submitted to Terry Carr/Gina Screen on 9/1/11.
  - Drafted submission for *In House* monthly newsletter on Ted Tozer's September speech; submitted to Terry Carr/Gina Screen on 9/15/11.
  - Drafted submission for *HUD Happenings* monthly newsletter on Ted Tozer's trip to Japan; submitted to Terry Carr/Gina Screen on 9/22/11.
  - Drafted submission for *HUD Happenings* weekly newsletter on Servicing Compensation; submitted to Terry Carr/Gina Screen on 9/28/11.
- September 2011 Executive Q&A Leadership Series Stakeholder Letter:
  - Drafted interview questions for Kirk Freeman; submitted to Terry Carr/Gina Screen on 9/20/11 and 9/21/11.
  - Interviewed Kirk Freeman for Executive Q&A Leadership Series on 9/26/11.
  - Drafted letter featuring Kirk Freeman; submitted to Terry Carr/Gina Screen on 9/26/11.
  - Revised letter featuring Gregory Keith to stakeholder list on 9/30/11.
  - Distributed letter featuring Gregory Keith to stakeholder list on 9/30/11.

#### Legislative Tracking

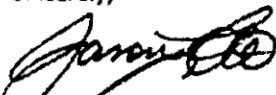
- Researched Senate FY2012 Appropriations Bill; submitted to Terry Carr/Gina Screen on 9/19/11.

#### Web Page Support

- Developed recommendations for a new website support timeline; submitted to Terry Carr/Gina Screen on 9/13/11.
- Participated in website project plan with Deloitte and budget discussion on 9/15/11.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4628 if you have any questions or require additional information regarding this Invoice.

Sincerely,



Jason Lobo  
Director



Burson-Marsteller

Invoice No. 195500

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 10-NOV-11  
Invoice Date: 11-OCT-11

Engagement No: UHUD63598

Letter of Engagement: UHUD63598

Description: Base Period

BILLING PERIOD: September 2011 // UHUD Contract C-OPO23863

**INVOICE SUMMARY**

**AMOUNT**

PROFESSIONAL SERVICES

71,914.34

OUT OF POCKET EXPENSES

2,530.02

**INVOICE TOTAL DUE**

**\$74,444.36**

**REMITTANCE INSTRUCTIONS**

**By Wire Transfer Remit To:**

Beneficiary Bank: Wachovia Bank  
Account Name: Burson-Marsteller  
Account# (b)(4)  
ABA Routing#: (b)(4)  
Swift Code: PNBUS33

**By Check Remit To:**

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

**Address Inquiries To:**

(b)(4), (b)(6)  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+1.202.530.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct.  
The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



**Burson-Marsteller**

**Invoice No. 195500**

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 10-NOV-11  
Invoice Date: 11-OCT-11  
Page: 1 of 3

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

Description: Base Period

BILLING PERIOD: September 2011 // UHUD Contract C-OPO23863

**INVOICE DETAIL**

**AMOUNT**

**02-MARKETING MATERIALS SERVICES**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
HCD INT'L SEPT 2011				24,806.96
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>24,806.96</b>
<b>TOTAL DUE - 02-MARKETING MATERIALS SERVICES</b>				<b>24,806.96</b>

**03-MEDIA RELATIONS/ CLIPS SERVICES**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CRAWFORD, MARY	MANAGING DIRECTOR	5.75	340.28	1,956.81
CURTISS, MEGHAN	ASSOCIATE	3.75	137.83	518.87
FOIT, LAURA	ASSOCIATE	1.25	137.83	172.29
LOBO, JASON	DIRECTOR	7.25	271.36	1,967.36
MERCURIO, JOHN	DIRECTOR	4.50	271.36	1,221.12
MERRICK, STACY	CLIENT SERVICE ASSISTANT	53.50	73.22	3,917.33
ROUNDING ADJUSTMENT				(0.18)
SCHROEDER, TRACEY	DIRECTOR	1.50	271.36	407.04
STEELE, KATHRYN	CLIENT SERVICE ASSISTANT	35.50	73.22	2,599.38
WILLIAMS, MISTY	SENIOR ASSOCIATE	42.00	180.91	7,598.26
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>20,356.08</b>

**REMITTANCE INSTRUCTIONS**

By Wire Transfer Remit To:  
Beneficiary Bank: Wachovia Bank  
Account Name: Burson-Marsteller  
Account# (b)(4)  
ABA Routing# (b)(4)  
Swift Code: PNBPU33

By Check Remit To:  
Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

Address Inquiries To:  
(b)(4),(b)(6)  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+ 1.202.530.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



Burson-Marsteller

Invoice No. 195500

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 10-NOV-11  
Invoice Date: 11-OCT-11  
Page: 2 of 3

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

**INVOICE DETAIL CONT'D**

**AMOUNT**

**OUT OF POCKET EXPENSES**

CLIPPING SERVICE	1,250.00
COURIER/MESSENGER	33.83
INFO BANK SERVICES	5.90
LOCAL TRANSPORTATION	1,240.49
<b>TOTAL - OUT OF POCKET EXPENSES</b>	<b>2,530.02</b>

**TOTAL DUE - 03-MEDIA RELATIONS/ CLIPS SERVICES 22,886.10**

**04-CONFERENCE, EVENT, AND OUTREACH SUPPORT**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
HCD INT'L SEPT 2011				1,153.96
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>1,153.96</b>

**TOTAL DUE - 04-CONFERENCE, EVENT, AND OUTREACH SUPPORT 1,153.96**

**05-THIRD PARTY OUTREACH AND VALIDATION LABOR**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CURTISS, MEGHAN	ASSOCIATE	2.00	137.83	275.66
FOIT, LAURA	ASSOCIATE	0.25	137.83	34.46
LOBO, JASON	DIRECTOR	30.50	271.36	8,276.48
(b)(4),(b)(6)	CLIENT SERVICE ASSISTANT	8.00	73.22	439.33
ROUNDING ADJUSTMENT				(0.03)
(b)(4),(b)(6)	CLIENT SERVICE ASSISTANT	1.75	73.22	128.14
WILLIAMS, MISTY	SENIOR ASSOCIATE	80.50	180.91	14,563.28
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>23,717.32</b>

**TOTAL DUE - 05-THIRD PARTY OUTREACH AND VALIDATION LABOR 23,717.32**

**06-LEGISLATIVE TRACKING**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
WILLIAMS, MISTY	SENIOR ASSOCIATE	0.50	180.91	90.46
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>90.46</b>





Burson-Marsteller

Invoice No. 195500

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRO FLOOR  
WASHINGTON DC 20024

Due Date: 10-NOV-11  
Invoice Date: 11-OCT-11  
Page: 3 of 3

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

INVOICE DETAIL CONT'D

AMOUNT

TOTAL DUE - 06-LEGISLATIVE TRACKING

90.46

07-WEB PAGE SUPPORT

PROFESSIONAL SERVICES

TITLE

HOURS

RATE

HCD INT'L SEPT 2011

1,789.58

TOTAL - PROFESSIONAL SERVICES

1,789.58

TOTAL DUE - 07-WEB PAGE SUPPORT

1,789.58

INVOICE TDAL DUE

\$74,444.36



Burson-Marsteller

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

December 10, 2011

Terry Carr  
Director, Communications and External Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, DC 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from November 1, 2011 through November 30, 2011.

The November invoice totals \$111,449.17 in professional services and out-of-pocket costs, and breaks down as follows:

- \$20,827.99 for Media Relations and Clips Services
- \$15,877.91 for Third Party Outreach and Validation
- \$15,319.21 for Marketing Materials Services
- \$3,460.70 for Conference, Event and Outreach Support Labor
- \$9,963.36 for Web Page Support
- \$46,000.00 for Marketing Plan task activation (approved by Terry Carr on 11/30/11)

Additionally, the contracting billing totals:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0001	46,000.00	46,000.00	46,000.00	-
CLIN 0002	154,951.96	15,319.21	92,065.27	62,886.69
CLIN 0003	455,647.45	20,827.99	345,472.36	110,175.09
CLIN 0004	90,689.81	3,460.70	12,185.66	78,504.15
CLIN 0005	121,724.80	15,877.91	88,846.77	32,878.03
CLIN 0006	69,735.30		297.21	69,438.09
CLIN 0007	48,788.57	9,963.36	30,257.58	18,530.99
CLIN 0008	9,000.00		-	9,000.00
<b>Contracting Billing Totals</b>	<b>996,537.89</b>	<b>111,449.17</b>	<b>615,124.85</b>	<b>381,413.04</b>

**Summary of Activities: November 1, 2011 through November 30, 2011**

Activities performed by Burson-Marsteller during the period of November 1<sup>st</sup> through November 30<sup>th</sup> include account management with HCD International; processing trade subscription vendor contracts; forwarding relevant articles about Ginnie Mae; drafting the Russian Agency for Restructuring Housing Mortgage Loans outline and presentation; drafting materials for the FY 2011 Financial Performance announcement; developing materials for the Strategic Planning and Communications Meeting; drafting content for *HUD Happenings* and *In House* newsletters; developing All Staff meeting materials; drafting, revising and distributing the Executive Q&A for November stakeholder letter; assisting with preparations for the Annual Report; and ongoing strategic counsel.

**Media Relations and Clips Services**

- Participated in conference calls with Ginnie Mae communications team.
- Distributed daily media monitoring reports to Ginnie Mae staff.

- Conducted Critical Mention media monitoring; weekly reports included in Friday daily media monitoring reports.
- Drafted responses to Lorraine Wollert on Ginnie Mae's behalf and submitted to Terry Carr/Gina Screen on 11/2/11.
- Drafted the press release on FY 2011 Financial Performance and submitted to Terry Carr/Gina Screen on 11/3/11.
  - Made multiple revisions to the release and submitted to Terry Carr/Gina Screen on 11/7/11, 11/8/11 and 11/9/11.
  - Conducted outreach to key media contacts on 11/8/11 and 11/9/11.
- Drafted the October Issuance press release and submitted to Terry Carr/Gina Screen on 11/3/11
  - Revised the release and submitted to Terry Carr/Gina Screen on 11/18/11.
- Compiled all HARP press releases and submitted to Terry Carr/Gina Screen on 11/3/11.
- Drafted a media advisory on the FY 2011 Financial Performance conference call and submitted to Terry Carr/Gina Screen on 11/7/11.
  - Sent media advisory to key reporters on 11/7/11.
- Sent Ginnie Mae confirmation on Freddie Mac FY Issuance to Terry Carr/Gina screen on 11/7/11.
- Revised FY 2011 Financial Performance conference call talking points and submitted to Terry Carr/Gina Screen on 11/8/11.
- Forwarded all articles resulting from FY 2011 Financial Performance conference call to Terry Carr/Gina Screen on 11/9/11.
- Developed the October Monthly RPB Summary and submitted to Terry Carr/Gina Screen on 11/10/11.
- Developed the media impressions snapshot and report, and submitted to Terry Carr/Gina Screen on 11/16/11 and 11/30/11.
- Forwarded the Audit Report on HUD OIG to Terry Carr/Gina Screen on 11/16/11.
- Drafted talking points for the MIAC interview and submitted to Terry Carr/Gina Screen on 11/17/11.
- Forwarded an article from the Basis Blog that mentioned Ginnie Mae to Terry Carr/Gina Screen on 11/18/11.
- Forwarded an article from International Business Times that mentioned Ginnie Mae to Terry Carr/Gina Screen on 11/21/11.
- Forwarded an article from Huffington Post that mentioned Ginnie Mae to Terry Carr/Gina Screen on 11/22/11.
- Revised and updated the media inquiry tracker and submitted to Terry Carr/Gina Screen during the week of 11/25/11.
- Coordinated and set-up trial subscription for Ginnie Mae with Bloomberg Government on 11/28/11.
- Drafted media error responses and submitted to Terry Carr/Gina Screen on 11/30/11.
- Updated Ginnie Mae's subscriptions' usernames and passwords document and submitted to Terry Carr/Gina Screen on 11/30/11.

### **Third Party Outreach and Validation**

- Distributed the November 2011 Stakeholder Letter email to all key stakeholders on 11/1/11.
- Revised the letter to HUD Secretary and submitted to Terry Carr/Gina Screen on 11/1/11.
- Coordinated with the photographer for Ginnie Mae's Annual Report photos.
- Drafted questions for Mike Najjum's Stakeholder Letter interview and submitted to Terry Carr/Gina Screen on 11/2/11.
  - Revised Mike Najjum's questions and submitted to Terry Carr/Gina Screen on 11/7/11.
- Provided formatting revisions to the FHFA Servicer Compensation Proposals PowerPoint and submitted to Terry Carr/Gina Screen on 11/3/11.
  - Forwarded the presentation to Terry Carr/Gina Screen on 11/16/11.
- Revised the NJ Bank Horizons Presentation and submitted to Terry Carr/Gina Screen on 11/7/11.
- Drafted December 2011 Stakeholder Letter – Executive Q&A with Mike Najjum and submitted to Terry Carr/Gina Screen on 11/9/11.
  - Revisions were submitted on 11/28/11.

- Developed a PowerPoint presentation for Ted Tozer's speech on Russian Agency for Restructuring Housing Mortgage Loans and submitted to Terry Carr/Gina Screen on 11/9/11.
  - Revisions to the presentation were submitted on 11/14/11, 11/15/11 and 11/16/11.
  - Drafted an outline for Ted Tozer's speech and submitted to Terry Carr/Gina Screen on 11/10/11.
- Developed a PowerPoint presentation for Veterans' Day and submitted to Terry Carr/Gina Screen on 11/9/11.
- Developed a PowerPoint presentation for Ginnie Mae's all-staff meeting and submitted to Terry Carr/Gina Screen on 11/10/11.
  - Revisions to the PowerPoint were submitted on 11/14/11.
- Revised and updated the quote release form emails and submitted to Terry Carr/Gina Screen on 11/15/11.
  - Conducted follow-up on quote release forms and sent quotes to Ginnie Mae for Annual Report.
- Drafted *In-House* newsletter submission on Ginnie Mae's FY 2011 Financial Results and submitted to Terry Carr/Gina Screen on 11/18/11.
  - Revisions were submitted on 11/21/11.
  - Forwarded a JPEG of the chart for the FY 2011 Financial Results to Terry Carr/Gina Screen on 11/22/11.
- Updated numbers in the Finance Securitization Summit PowerPoint and submitted to Terry Carr/Gina Screen on 11/22/11 and 11/28/11.
- Revised the *In-House* and *HUD Happenings* tracker and submitted to Terry Carr/Gina Screen on 11/21/11 and 11/28/11.
- Provided edits to the December newsletter and submitted to Terry Carr/Gina Screen on 11/21/11.
- Created a Ginnie Mae Market Share chart and submitted to Terry Carr/Gina Screen on 11/29/11.
- Revised December speech and submitted to Terry Carr/Gina Screen on 11/29/11.

#### **Marketing Materials Services**

- Rebranding activities:
  - Performed focus group strategizing throughout the month of November.
  - Conducted style guide research per our meetings with Deloitte regarding Oracle UCM on 11/2/11.
  - Performed focus group survey development on 11/7/11.
  - Conducted identity manual research regarding logo and tagline supporting documentation and submitted to Terry Carr/Gina Screen on 11/7/11.
  - Advanced tagline options for rebranding effort on 11/8/11.
  - Performed rebranding survey development in Survey Monkey on 11/22/11, 11/28/11, 11/29/11, and 11/30/11.
  - Revised web and rebranding timeline for remaining calendar year and submitted to Terry Carr/Gina Screen on 11/21/11.

#### **Conference, Event and Outreach Support**

- Coordinated with HCDI on communications and planning for Ginnie Mae's Strategic Planning and Communications Meeting.
  - Coordinated site logistics, format of event, banquet event orders, and revisions to the contract with L'Enfant Plaza Hotel throughout the month of November.
  - Prepared meeting materials including a message house and presentation and submitted to Terry Carr/Gina Screen on 11/28/11 and 11/30/11.


#### **Webpage Support**

- Information Architecture activities:
  - Presented IA to Terry Carr/Gina Screen and Deloitte on 11/1/11.
  - Presented IA to MBS on 11/16/11.
  - Presented IA to Capital Markets and Office of Enterprise Risk on 11/17/11.
  - Presented IA to Program Ops on 11/18/11.

- o Presented IA to Management Ops and Finance, and conducted follow-up with other departments on 11/22/11.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4628 if you have any questions or require additional information regarding this invoice.

Sincerely,



Jason Lobo  
Director



**Burson-Marsteller**

**Invoice No. 199058**

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

**Due Date: 07-JAN-12**  
**Invoice Date: 08-DEC-11**

**Engagement No: UHUD6359B**

**Letter of Engagement: UHUD6359B**

**Description: Base Period**

**BILLING PERIOD: November 2011 // UHUD Contract C-OPO23863**

**INVOICE SUMMARY**

**AMOUNT**

PROFESSIONAL SERVICES	33,425.91
OUT OF POCKET EXPENSES	32,023.26
<b>INVOICE TOTAL DUE</b>	<b>\$65,449.17</b>

**REMITTANCE INSTRUCTIONS**

**By Wire Transfer Remit To:**

Beneficiary Bank: Wachovia Bank  
Account Name: Burson-Marsteller  
Account#: (b)(4)  
ABA Routing#: (b)(4)  
Swift Code: PNBUS33

**By Check Remit To:**

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

**Address Inquiries To:**

JASON LOBO  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+1.202.530.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



Burson-Marsteller

Invoice No. 199058

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 07-JAN-12  
Invoice Date: 08-DEC-11  
Page: 1 of 3

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

Description: Base Period

BILLING PERIOD: November 2011 // UHUD Contract C-OPO23863

**INVOICE DETAIL**

**AMOUNT**

**02-MARKETING MATERIALS SERVICES**

**OUT OF POCKET EXPENSES**

HCDI INVOICE NOV 11 15,319.21  
TOTAL - OUT OF POCKET EXPENSES 15,319.21

TOTAL DUE - 02-MARKETING MATERIALS SERVICES 15,319.21

**03-MEDIA RELATIONS/ CLIPS SERVICES**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CRAWFORD, MARY	MANAGING DIRECTOR	2.00	340.28	680.56
CROSS, KELLY	SENIOR ASSOCIATE	4.50	180.91	814.10
FOIT, LAURA	ASSOCIATE	3.00	137.83	413.49
LOBO, JASON	DIRECTOR	30.25	271.36	8,208.64
(b)(4),(b)(6)	CLIENT SERVICE ASSISTANT	38.75	73.22	2,837.28
ROUNDING ADJUSTMENT				(0.04)
(b)(4),(b)(6)	CLIENT SERVICE ASSISTANT	61.00	73.22	4,466.46
WILLIAMS, MISTY	SENIOR ASSOCIATE	5.00	180.91	904.55
TOTAL - PROFESSIONAL SERVICES				18,325.04

**OUT OF POCKET EXPENSES**

**REMITTANCE INSTRUCTIONS**

**By Wire Transfer Remit To:**

Beneficiary Bank: Wachovia Bank  
Account Name: Burson-Marsteller  
Account#: (b)(4)  
ABA Routing#: (b)(4)  
Swift Code: PNBPU33

**By Check Remit To:**

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

**Address Inquiries To:**

JASON LOBO  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+1.202.530.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



Burson-Marsteller

Invoice No. 199058

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 07-JAN-12  
Invoice Date: 08-DEC-11  
Page: 2 of 3

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

**INVOICE DETAIL CONT'D**

**AMOUNT**

CLIPPING SERVICE	2,500.00
INFO BANK SERVICES	2.95
TOTAL - OUT OF POCKET EXPENSES	2,502.95
<b>TOTAL DUE - 03-MEDIA RELATIONS/ CLIPS SERVICES</b>	<b>20,827.99</b>

**04-CONFERENCE, EVENT, AND OUTREACH SUPPORT**

OUT OF POCKET EXPENSES	
HCDI INVOICE NOV 11	3,460.70
TOTAL - OUT OF POCKET EXPENSES	3,460.70
<b>TOTAL DUE - 04-CONFERENCE, EVENT, AND OUTREACH SUPPORT</b>	<b>3,460.70</b>

**05-THIRD PARTY OUTREACH AND VALIDATION LABOR**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CROSS, KELLY	SENIOR ASSOCIATE	2.00	180.91	361.83
CURTISS, MEGHAN	ASSOCIATE	2.50	137.83	344.58
FOIT, LAURA	ASSOCIATE	3.00	137.83	413.49
LOBO, JASON	DIRECTOR	20.50	271.36	5,562.88
(b)(4),(b)(6)	CLIENT SERVICE ASSISTANT	0.50	73.22	36.62
ROUNDING ADJUSTMENT				(0.04)
(b)(4),(b)(6)	CLIENT SERVICE ASSISTANT	6.25	73.22	457.64
WILLIAMS, MISTY	SENIOR ASSOCIATE	43.80	180.91	7,923.87
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>15,100.87</b>

OUT OF POCKET EXPENSES	
COURIER/MESSENGER	58.04
IC OOP	594.00
MISCELLANEOUS	125.00
TOTAL - OUT OF POCKET EXPENSES	777.04
<b>TOTAL DUE - 05-THIRD PARTY OUTREACH AND VALIDATION LABOR</b>	<b>15,877.91</b>





Burson-Marsteller

Invoice No. 199058

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 07-JAN-12  
Invoice Date: 08-DEC-11  
Page: 3 of 3

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

INVOICE DETAIL CONT'D

AMOUNT

07-WEB PAGE SUPPORT

OUT OF POCKET EXPENSES

HCDI INVOICE NOV 11

9,963.36

TOTAL - OUT OF POCKET EXPENSES

9,963.36

TOTAL DUE - 07-WEB PAGE SUPPORT

9,963.36

INVOICE TOTAL DUE

965,449.17



Burson-Marsteller

Burson-Marsteller  
 1100 Vermont Avenue, N.W.  
 Suite 1200  
 Washington, DC 20005

T 202.530.0400  
 F 202.530.4500

www.bm.com

May 10, 2012

Terry Carr  
 Director, Communications and External Relations  
 Government National Mortgage Association  
 Potomac Center South  
 550 12th Street, SW, Third Floor  
 Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from April 1, 2012 through April 30, 2012.

The April invoice totals \$68,972.80 in professional services and out-of-pocket costs, and breaks down as follows:

- \$16,244.93 for Media Relations & Clips Services
- \$18,083.19 for Marketing Materials Services
- \$24,215.73 for Conferences, Events & Outreach Support
- \$9,273.54 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0001	46,000.00		46,000.00	
CLIN 0002	154,951.96	18,083.19	139,124.71	15,827.25
CLIN 0003	518,647.45	16,244.93	445,117.73	73,529.72
CLIN 0004	90,689.81	24,215.73	51,950.18	38,739.63
CLIN 0005	121,724.80	1,155.41	119,947.93	1,776.87
CLIN 0006	69,735.30	-	1,128.52	68,606.78
CLIN 0007	228,788.57	9,273.54	54,607.68	174,180.89
CLIN 0008	9,000.00	-	-	9,000.00
<b>Contracting Billing Totals</b>	<b>1,239,537.89</b>	<b>68,972.80</b>	<b>857,876.75</b>	<b>381,661.14</b>

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

Holly Sitzmann  
 Director



Burson-Marsteller

Invoice No. 208081

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 08-JUN-12  
Invoice Date: 09-MAY-12  
Page: 3 of 3

Engagement No: UHUD63598

Letter of Engagement: UHUD63598

**INVOICE DETAIL CONT'D**

**AMOUNT**

TOTAL DUE - 05-THIRD PARTY OUTREACH AND VALIDATION LABOR

1,158.41

**07-WEB PAGE SUPPORT**

**PROFESSIONAL SERVICES**

**TITLE**

**HOURS**

**RATE**

CROSS, KELLY SENIOR ASSOCIATE

8.50

180.91

1,175.94

ROUNDING ADJUSTMENT

(0.02)

SITZMANN, HOLLY DIRECTOR

9.75

271.36

2,645.78

STEELE, KATHRYN ASSOCIATE

2.25

137.83

310.12

TOTAL - PROFESSIONAL SERVICES

4,131.80

**OUT OF POCKET EXPENSES**

HCDI APRIL 2012 INVOICE

6,103.48

OUT OF POCKET IFF APRIL 2012

38.28

TOTAL - OUT OF POCKET EXPENSES

6,141.74

TOTAL DUE - 07-WEB PAGE SUPPORT

9,273.84

**INVOICE TOTAL DUE**

**15,547.99**



Burson-Marsteller  
 1100 Vermont Avenue, N.W.  
 Suite 1200  
 Washington, DC 20005

T 202.530.0400  
 F 202.530.4500

www.bm.com

May 10, 2012

Terry Carr  
 Director, Communications and External Relations  
 Government National Mortgage Association  
 Potomac Center South  
 550 12th Street, SW, Third Floor  
 Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from April 1, 2012 through April 30, 2012.

The April invoice totals \$68,972.80 in professional services and out-of-pocket costs, and breaks down as follows:

- \$16,244.93 for Media Relations & Clips Services
- \$18,083.19 for Marketing Materials Services
- \$24,215.73 for Conferences, Events & Outreach Support
- \$9,273.54 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0001	46,000.00		46,000.00	
CLIN 0002	154,951.96	18,083.19	139,124.71	15,827.25
CLIN 0003	518,647.45	16,244.93	445,117.73	73,529.72
CLIN 0004	90,689.81	24,215.73	51,950.18	38,739.63
CLIN 0005	121,724.80	1,155.41	119,947.93	1,776.87
CLIN 0006	69,735.30		1,128.52	68,606.78
CLIN 0007	228,788.57	9,273.54	54,607.68	174,180.89
CLIN 0008	9,000.00			9,000.00
<b>Contracting Billing Totals</b>	<b>1,239,537.89</b>	<b>68,972.80</b>	<b>857,876.75</b>	<b>381,661.14</b>

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

Holly Sitzmann  
 Director



Burson-Marsteller

Invoice No. 208081

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 08-JUN-12  
Invoice Date: 09-MAY-12  
Page: 1 of 3

Engagement No: UHUD63598

Letter of Engagement: UHUD63598

Description: Base Period

BILLING PERIOD: April 2012 // UHUD Contract C-OPO23863

**INVOICE DETAIL**

**AMOUNT**

**02-MARKETING MATERIALS SERVICES**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CROSS, KELLY	SENIOR ASSOCIATE	6.50	180.81	1,175.92
ROUNDING ADJUSTMENT				(0.01)
SITZMANN, HOLLY	DIRECTOR	35.75	271.38	9,701.12
STEELE, KATHRYN	ASSOCIATE	2.00	137.83	275.87
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>11,152.70</b>

**OUT OF POCKET EXPENSES**

HCDI APRIL 2012 INVOICE	6,878.90
OUT OF POCKET IFF APRIL 2012	61.59
<b>TOTAL - OUT OF POCKET EXPENSES</b>	<b>6,930.49</b>

**TOTAL DUE - 02-MARKETING MATERIALS SERVICES 18,083.19**

**03-MEDIA RELATIONS/ CLIPS SERVICES**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
(b)(4),(b)(6)	CLIENT SERVICE ASSISTANT	37.25	73.22	2,727.49
CRAWFORD, MARY	MANAGING DIRECTOR	4.75	340.28	1,616.33

**REMITTANCE INSTRUCTIONS**

By Wire Transfer Remit To:  
Beneficiary Bank: Wells Fargo Bank, N.A.  
Account Name: Burson-Marsteller  
Account #: (b)(4)  
ABA Routing #: (b)(4)  
Swift Code: WFBUS88 | CHIPS Code: 0407

By Check Remit To:  
Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

Address Inquiries To:  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3644  
+1.202.630.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



**Burson-Marsteller**

**Invoice No. 208081**

**TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
560 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024**

**Due Date: 08-JUN-12  
Invoice Date: 09-MAY-12  
Page: 3 of 3**

**Engagement No: UHUD63598**

**Letter of Engagement: UHUD63598**

**INVOICE DETAIL CONT'D**

**AMOUNT**

<b>TOTAL DUE - 06-THIRD PARTY OUTREACH AND VALIDATION LABOR</b>				<b>1,165.41</b>
<b><u>07-WEB PAGE SUPPORT</u></b>				
<b>PROFESSIONAL SERVICES</b>	<b>TITLE</b>	<b>HOURS</b>	<b>RATE</b>	
CROSS, KELLY	SENIOR ASSOCIATE	6.50	180.91	1,175.94
ROUNDING ADJUSTMENT				(0.02)
SITZMANN, HOLLY	DIRECTOR	9.75	271.38	2,645.76
STEELE, KATHRYN	ASSOCIATE	2.28	137.83	310.12
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>4,131.80</b>
<b>OUT OF POCKET EXPENSES</b>				
HCDI APRIL 2012 INVOICE				5,103.48
OUT OF POCKET IFF APRIL 2012				38.28
<b>TOTAL - OUT OF POCKET EXPENSES</b>				<b>5,141.74</b>
<b>TOTAL DUE - 07-WEB PAGE SUPPORT</b>				<b>9,273.54</b>
<b>INVOICE TOTAL DUE</b>				<b>\$68,972.80</b>



Burson-Marsteller  
 1100 Vermont Avenue, N.W.  
 Suite 1200  
 Washington, DC 20005

T 202.530.0400  
 F 202.530.4500

www.bm.com

July 10, 2012

Terry Carr  
 Director, Communications and External Relations  
 Government National Mortgage Association  
 Potomac Center South  
 550 12th Street, SW, Third Floor  
 Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from June 1, 2012 through June 30, 2012.

The June Invoice totals \$33,640.31 in professional services and out-of-pocket costs, and breaks down as follows:

- \$19,587.41 for Media Relations & Clips Services
- \$11,164.54 for Conferences, Events & Outreach Support
- \$1,923.92 for Marketing Materials Services
- \$964.44 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0001	46,000.00		46,000.00	-
CLIN 0002	154,951.96	1,923.92	141,905.79	13,046.17
CLIN 0003	518,647.45	19,587.41	488,131.67	30,515.78
CLIN 0004	90,689.81	11,164.54	79,247.93	11,441.88
CLIN 0005	121,724.80	-	119,947.93	1,776.87
CLIN 0006	69,735.30	-	1,231.89	68,503.41
CLIN 0007	228,788.57	964.44	57,857.37	170,931.20
CLIN 0008	9,000.00	-	-	9,000.00
<b>Contracting Billing Totals</b>	<b>1,239,537.89</b>	<b>33,640.31</b>	<b>934,322.58</b>	<b>305,215.31</b>

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

*Holly Sitzmann*  
 Holly Sitzmann  
 Director



**Burson-Marsteller**

**Invoice No. 211584**

**TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024**

**Due Date: 09-AUG-12  
Invoice Date: 10-JUL-12**

**Engagement No: UHUD6359B**

**Letter of Engagement: UHUD6359B**

**Description: Base Period**

**BILLING PERIOD: June 2012 // UHUD Contract C-OPO23863**

<b>INVOICE SUMMARY</b>	<b>AMOUNT</b>
PROFESSIONAL SERVICES	29,027.91
OUT OF POCKET EXPENSES	4,612.40
<b>INVOICE TOTAL DUE</b>	<b>\$33,640.31</b>

**REMITTANCE INSTRUCTIONS**

**By Wire Transfer Remit To:**

Beneficiary Bank: Wells Fargo Bank, N.A.  
Account Name: Burson-Marsteller  
Account # (b)(7)(C)  
ABA Routing # (b)(7)(C)  
Swift Code: WFBUS65T Chips Code: 0407

**By Check Remit To:**

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

**Address Inquiries To:**

1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-8544  
+1.202.530.0400

**PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.**

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).





Burson-Marsteller

Invoice No. 211584

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
650 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 09-AUG-12  
Invoice Date: 10-JUL-12  
Page: 1 of 3

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

Description: Base Period

BILLING PERIOD: June 2012 // UHUD Contract C-OPO23883

**INVOICE DETAIL**

**AMOUNT**

**02-MARKETING MATERIALS SERVICES**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CROSS, KELLY	SENIOR ASSOCIATE	2.00	180.91	361.82
ROUNDING ADJUSTMENT				(0.01)
STEELE, KATHRYN	ASSOCIATE	1.00	137.83	137.84
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>499.65</b>
<b>OUT OF POCKET EXPENSES</b>				
COURIER/MESSENGER				20.19
HCDI JUNE 2012 INVOICE				1,393.48
OUT OF POCKET EXPENSES - IFF				10.60
<b>TOTAL - OUT OF POCKET EXPENSES</b>				<b>1,424.27</b>
<b>TOTAL DUE - 02-MARKETING MATERIALS SERVICES</b>				<b>1,923.92</b>

**03-MEDIA RELATIONS/ CLIPS SERVICES**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
(b)(4),(b)(6)	CLIENT SERVICE ASSISTANT	33.25	73.22	2,434.60
CRAWFORD, MARY	MANAGING DIRECTOR	8.00	340.28	2,722.24

**REMITTANCE INSTRUCTIONS**

By Wire Transfer Remit To:  
Beneficiary Bank: Wells Fargo Bank, N.A.  
Account Name: Burson-Marsteller  
Account# (b)(4)  
ABA Routing# (b)(4)  
Swift Code: WFBUS66S | Chips Code: 0407

By Check Remit To:  
Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

Address Inquiries To:  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+1.202.530.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



Burson-Marsteller

Invoice No. 211584

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 09-AUG-12  
Invoice Date: 10-JUL-12  
Page: 2 of 3

Engagement No: UHUD8359B

Letter of Engagement: UHUD8359B

**INVOICE DETAIL CONT'D**

**AMOUNT**

CROSS, KELLY	SENIOR ASSOCIATE	28.00	180.91	4,703.68	
CURTISS, MEGHAN	ASSOCIATE	2.00	137.83	275.66	
ROUNDING ADJUSTMENT				(0.06)	
SITZMANN, HOLLY	DIRECTOR	15.00	271.36	4,070.40	
STEELE, KATHRYN	ASSOCIATE	20.50	137.83	2,825.53	
(b)(4),(b)(6)	CLIENT SERVICE ASSISTANT	0.50	73.22	36.61	
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>17,088.68</b>	

**OUT OF POCKET EXPENSES**

CLIPPING SERVICE	2,500.00
OUT OF POCKET EXPENSES - IFF	18.75
<b>TOTAL - OUT OF POCKET EXPENSES</b>	<b>2,518.75</b>

**TOTAL DUE - 03-MEDIA RELATIONS/ CLIPS SERVICES** 10,567.41

**04-CONFERENCE, EVENT, AND OUTREACH SUPPORT**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CROSS, KELLY	SENIOR ASSOCIATE	15.25	180.91	2,758.89
CURTISS, MEGHAN	ASSOCIATE	0.25	137.83	34.46
(b)(4),(b)(6)	INTERN	5.75	73.22	421.02
ROUNDING ADJUSTMENT				(0.02)
SITZMANN, HOLLY	DIRECTOR	28.25	271.36	7,123.20
STEELE, KATHRYN	ASSOCIATE	6.00	137.83	826.99
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>11,164.54</b>

**TOTAL DUE - 04-CONFERENCE, EVENT, AND OUTREACH SUPPORT** 11,164.54

**07-WEB PAGE SUPPORT**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CROSS, KELLY	SENIOR ASSOCIATE	1.25	180.91	226.15
ROUNDING ADJUSTMENT				(0.01)
STEELE, KATHRYN	ASSOCIATE	0.50	137.83	68.92
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>295.06</b>

**OUT OF POCKET EXPENSES** 664.40  
HCDI JUNE 2012 INVOICE



**Burson-Marsteller**

---

**Invoice No. 211584**

---

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

**Due Date: 09-AUG-12**  
**Invoice Date: 10-JUL-12**  
**Page: 3 of 3**

**Engagement No: UHUD83598**

**Letter of Engagement: UHUD83598**

---

**INVOICE DETAIL CONT'D**

**AMOUNT**

OUT OF POCKET EXPENSES - IFF	4.98
TOTAL - OUT OF POCKET EXPENSES	669.28
TOTAL DUE - 07-WEB PAGE SUPPORT	964.44

---

<b>INVOICE TOTAL DUE</b>	<b>\$33,640.31</b>
--------------------------	--------------------

---



**Burson-Marsteller**

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

July 18, 2012

Terry Carr  
Director, Communications and External Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae for the remainder of the Base Year contract, July 1 – July 6, 2012. Please note that a portion of the Bloomberg Government subscription (for the Base Year, February 15 thru July 6, 2012, only), totaling \$2,283.90, has been included in this invoice and is reflected within CLIN 0003 – Media Relations and Clips Services total.

The remaining Base Year invoice totals \$13,445.92 in professional services and out-of-pocket costs, and breaks down as follows:

- \$8,421.85 for Media Relations & Clips Services
- \$4,245.94 for Conferences, Events & Outreach Support
- \$618.75 for Marketing Materials Services
- \$159.38 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0001	46,000.00		46,000.00	-
CLIN 0002	154,951.96	618.75	142,524.54	12,427.42
CLIN 0003	518,647.45	8,421.85	496,553.52	22,093.93
CLIN 0004	90,689.81	4,245.94	83,493.87	7,195.94
CLIN 0005	121,724.80	-	119,947.93	1,776.87
CLIN 0006	69,735.30	-	1,231.89	68,503.41
CLIN 0007	228,788.57	159.38	58,016.75	170,771.82
CLIN 0008	9,000.00	-	-	9,000.00
<b>Contracting Billing Totals</b>	<b>1,239,537.89</b>	<b>13,445.92</b>	<b>947,768.50</b>	<b>291,769.39</b>

**Summary of Activities: July 1, 2012 through July 6, 2012**

During the final week of the Base Year contract, Burson-Marsteller continued to deliver on many key communications initiatives on behalf of Ginnie Mae. These included developing a time and cost breakdown of Burson-Marsteller and HCDI's work, recommending creative ideas for extending the "What Really Matters" campaign and maintaining interest in Ginnie Mae's rebrand, and providing ongoing strategic counsel for planning high-priority projects moving into Option Year 1.

B-M also completed numerous baseline activities during the week of July 1-6, including developing a *HUD Happenings* article; finalizing and distributing the July Stakeholder Letter; developing presentation materials and PowerPoint slides for senior leadership; delivering daily media monitoring reports to Ginnie Mae leadership; and providing ongoing strategic counsel.

### **Media Relations and Clips Services**

- Participated in conference calls with Ginnie Mae communications team.
- Distributed daily media monitoring reports to Ginnie Mae staff.
- Conducted Critical Mention media monitoring; weekly reports included in the Friday daily media monitoring report.
- Advised Ginnie Mae on a *National Mortgage News* article that mentioned the organization on 7/2/12.
- Developed a *HUD Happenings* article on senior leadership's trip to Asia and submitted to Ginnie Mae on 7/3/12. Revisions were made on 7/5/12 and 7/6/12.

### **Conferences, Event & Outreach Support**

- Provided cost estimates to Ginnie Mae on presentation and media training sessions, and coordinated a tentative date for Ginnie Mae senior leadership.
- Reviewed and updated the July Stakeholder Letter, and submitted revisions to Ginnie Mae on 7/3/12 and 7/5/12. The Stakeholder Letter was distributed on 7/6/12.

### **Marketing Materials Services**

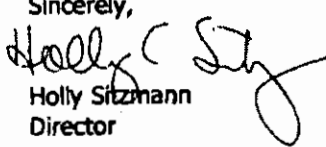
- Coordinated with HCDI on revisions to the proposed design templates for the Employee Advisory Board's (EAB) newsletter and submitted to Ginnie Mae on 7/2/12.
- Coordinated with HCDI on creative ideas to reinforce the rebrand initiative and "What Really Matters" campaign, and submitted recommendations to Ginnie Mae on 7/3/12.

### **Webpage Support**

- Developed the June Issuance Chart summary and submitted to Ginnie Mae on 7/5/12.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
Holly Sitzmann  
Director



**Burson-Marsteller**

**Invoice No. 212249**

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

**Due Date: 17-AUG-12**  
**Invoice Date: 18-JUL-12**

**Engagement No: UHUD6359B**

**Letter of Engagement: UHUD6359B**

**Description: Base Period**

**BILLING PERIOD: July 01 - 06, 2012 // UHUD Contract C-OPO23863**

**INVOICE SUMMARY**

**AMOUNT**

PROFESSIONAL SERVICES	7,851.14
OUT OF POCKET EXPENSES	5,594.78
<b>INVOICE TOTAL DUE</b>	<b>\$13,445.92</b>

**REMITTANCE INSTRUCTIONS**

**By Wire Transfer Remit To:**

Beneficiary Bank: Wells Fargo Bank, N.A.  
Account Name: Burson-Marsteller  
Account# (b)(4)  
ABA Routing (b)(4)  
Swift Code: WFBUS6S T Chips Code: 0407

**By Check Remit To:**

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

**Address Inquiries To:**

1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+1.202.530.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct.  
The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



Burson-Marsteller

Invoice No. 212249

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 17-AUG-12  
Invoice Date: 18-JUL-12  
Page: 1 of 2

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

Description: Base Period

BILLING PERIOD: July 01 - 06, 2012 // UHUD Contract C-OPO23863

**INVOICE DETAIL**

**AMOUNT**

**02-MARKETING MATERIALS SERVICES**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CROSS, KELLY	SENIOR ASSOCIATE	0.50	180.91	90.46
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>90.46</b>
<b>OUT OF POCKET EXPENSES</b>				
HCDI INVOICE JULY 1 - 6, 2012				524.36
OUT OF POCKET EXPENSES- IFF				3.93
<b>TOTAL - OUT OF POCKET EXPENSES</b>				<b>528.29</b>
<b>TOTAL DUE - 02-MARKETING MATERIALS SERVICES</b>				<b>618.75</b>

**03-MEDIA RELATIONS/ CLIPS SERVICES**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
(b)(4),(b)(6)	CLIENT SERVICE ASSISTANT	5.25	73.22	384.41
CROSS, KELLY	SENIOR ASSOCIATE	6.00	180.91	1,085.46
SITZMANN, HOLLY	DIRECTOR	2.25	271.36	610.56
STEELE, KATHRYN	ASSOCIATE	9.26	137.83	1,274.93
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>3,355.36</b>

**REMITTANCE INSTRUCTIONS**

**By Wire Transfer Remit To:**  
Beneficiary Bank: Wells Fargo Bank, N.A.  
Account Name: Burson-Marsteller  
Account# (b)(4)  
ABA Routing (b)(4)  
Swift Code: WFBUS6S | Chips Code: 0407

**By Check Remit To:**  
Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

**Address Inquiries To:**  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+1.202.530.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



Burson-Marsteller

Invoice No. 212249

TERRY CARR  
GOVERNMENT NATIONAL MORTGAGE ASSOCIATION  
POTOMAC CENTER SOUTH  
550 12TH STREET, SW  
THIRD FLOOR  
WASHINGTON DC 20024

Due Date: 17-AUG-12  
Invoice Date: 18-JUL-12  
Page: 2 of 2

Engagement No: UHUD6359B

Letter of Engagement: UHUD6359B

**INVOICE DETAIL CONT'D**

**AMOUNT**

**OUT OF POCKET EXPENSES**

CLIPPING SERVICE	2,500.00
CRITICAL MENTION JULY 1- 6, 2012	241.92
INFO BANK SERVICES	2.95
OUT OF POCKET EXPENSES- IFF	37.72
SUBSCRIPTIONS	2,283.90
<b>TOTAL - OUT OF POCKET EXPENSES</b>	<b>5,068.49</b>

**TOTAL DUE - 03-MEDIA RELATIONS/ CLIPS SERVICES 8,421.85**

**04-CONFERENCE, EVENT, AND OUTREACH SUPPORT**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CROSS, KELLY	SENIOR ASSOCIATE	3.50	180.91	633.19
CURTISS, MEGHAN	ASSOCIATE	0.25	137.83	34.46
LANCASTER, MICHELLE	MANAGER	0.50	228.29	114.15
(b)(4),(b)(6)	CLIENT SERVICE ASSISTANT	0.50	73.22	36.61
SITZMANN, HOLLY	DIRECTOR	12.25	271.36	3,324.16
STEELE, KATHRYN	ASSOCIATE	0.75	137.83	103.37
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>4,245.94</b>

**TOTAL DUE - 04-CONFERENCE, EVENT, AND OUTREACH SUPPORT 4,245.94**

**07-WEB PAGE SUPPORT**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CROSS, KELLY	SENIOR ASSOCIATE	0.50	180.91	90.46
STEELE, KATHRYN	ASSOCIATE	0.50	137.83	68.92
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>159.38</b>

**TOTAL DUE - 07-WEB PAGE SUPPORT 159.38**

**INVOICE TOTAL DUE \$13,445.92**



**Burson-Marsteller Budget Tracking Updated Through 7.06.12**

US Department of Housing and Urban Development (UHUD63598) (UHUD65198)

Contract # C-OPO-23863

Report Date : 07.18.2012

**Budget Snapshot**

Requisition/Purchase Request No.	R-2010-TN-00017	R-2010-TN-00017	R-2010-TN-00017
Period of Performance	7/07/2011-7/06/2012	7/07/2011-7/06/2012	7/07/2011-7/06/2012
Total Budget	1,238,637.89	1,193,537.89	48,000.00
Total Expended	947,768.60	901,768.60	48,000.00
Remaining Budget	291,769.39	291,769.39	-
Type of Award	T&M & FFP	T&M	(Fixed Fee) Market Plan
Planned /Actual Completion Date	7/6/2012	7/6/2012	7/6/2012

**Client Tracker Through July 06, 2012**

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0001	46,000.00		46,000.00	-
CLIN 0002	154,951.96	618.75	142,524.54	12,427.42
CLIN 0003	518,647.45	8,421.85	496,553.52	22,093.93
CLIN 0004	90,689.81	4,245.94	83,493.87	7,195.94
CLIN 0005	121,724.80	-	119,947.93	1,776.87
CLIN 0006	69,735.30	-	1,231.89	68,503.41
CLIN 0007	228,788.57	159.38	58,016.75	170,771.82
CLIN 0008	9,000.00	-	-	9,000.00
<b>Contracting Billing Totals</b>	<b>1,239,537.89</b>	<b>13,445.92</b>	<b>947,768.60</b>	<b>291,769.39</b>

**Monthly Budget Tracking**

Item Type	CLIN#	Description	Parties	Task Order Budget	Jul-12	Total Cumulative	Budget Remaining	Budget Utilization
T&M	0002	Marketing Materials Services	BM / HCDI	153,789.82	614.82	142,181.28	11,608.54	92%
T&M	0002	Marketing Materials Services	BM IFF	1,162.14	3.93	343.26	818.88	30%
T&M	0003	Media Relations/ Clips Services Labor & Materials	BM	518,647.45	8,421.85	498,553.52	22,093.93	96%
T&M	0004A	Conference, Event, and Outreach Support Labor	BM / HCDI	90,051.20	4,245.94	83,436.86	6,614.34	93%
T&M	0004A	Conference, Event, and Outreach Support Labor	BM IFF	638.61		57.01	581.60	9%
T&M	0005	Third Party Outreach and Validation Labor	BM	121,724.80		119,947.93	1,776.87	98%
T&M	0006	Legislative Tracking Labor	BM	69,735.30		1,231.89	68,503.41	2%
T&M	0007	Web Page Support Labor	BM / HCDI	228,422.66	169.38	57,935.55	170,487.11	25%
T&M	0007	Web Page Support Labor	BM IFF	365.91		81.29	284.71	22%
CR	0008	Travel	BM	9,000.00		-	9,000.00	0%
<b>Total NTE Amount</b>				<b>1,193,537.89</b>	<b>13,445.92</b>	<b>901,768.60</b>	<b>291,769.39</b>	<b>76%</b>
FFP	0001	Marketing Plan - Firm Fixed Price-	0001	BM	48,000.00		48,000.00	100%
<b>'s for CLIN 0001 Through 0008)</b>				<b>1,239,537.89</b>	<b>-</b>	<b>947,768.60</b>	<b>291,769.39</b>	<b>76%</b>

INVOICE BACKUP REPORT

INVOICE: 212249  
INVOICE DATE: 18-JUL-12  
CLIENT: US DEPT OF HOUSING & URBAN DEVELOPMENT  
PROJECT: UNUD63598 - Base Period

PROFESSIONAL SERVICES

TASK	BILLING TITLE	NAME	DATE	COMMENT	HRS	RATE	BILLED AMOUNT	
02	SENIOR ASSOCIATE	(b)(4),(b)(6)	02-JUL-12	RAB TEMPLATE DESIGNS	.50	180.91	90.46	
03.0	ASSOCIATE		02-JUL-12	WEEKLY CALL; SUBSCRIPTIONS COORD; CALL W HCDI	1.50	137.83	206.75	
03.0	ASSOCIATE		01-JUL-12	SUBSCRIPTIONS AND ARTICLE COORD; INTERNAL TAG UP; HUD MAPPER	3.00	137.83	413.49	
03.0	ASSOCIATE		09-JUL-12	PREP FOR NUMBERS DOC CALL; NUMBERS DOC CALL; SUBS COORD; CRI	3.75	137.83	516.86	
03.0	ASSOCIATE		06-JUL-12	HUD HAPPENINGS RESEARCH; SUBS COORD	1.00	137.83	137.83	
03.0	CLIENT SERVICE ASSISTANT		02-JUL-12	MEDIA CLIPS	1.25	73.22	91.53	
03.0	CLIENT SERVICE ASSISTANT		03-JUL-12	MEDIA CLIPS	1.50	73.22	109.83	
03.0	CLIENT SERVICE ASSISTANT		05-JUL-12	MEDIA CLIPS	1.00	73.22	73.22	
03.0	CLIENT SERVICE ASSISTANT		06-JUL-12	MEDIA CLIPS	1.50	73.22	109.83	
03.0	DIRECTOR		02-JUL-12	ONMA WEEKLY CALL; WALK-THRU WITH HCDI RE: BRANDING IDEAS	1.50	271.36	407.04	
03.0	DIRECTOR		06-JUL-12	MEDIA TRAINING SCHEDULING	.75	271.36	203.52	
03.0	SENIOR ASSOCIATE		02-JUL-12	WEEKLY CLIENT CALL; REVIEW NEWS CLIPS; HUD HAPPENINGS	3.00	180.91	542.73	
03.0	SENIOR ASSOCIATE		03-JUL-12	REVIEW NEWS CLIPS; MEDIA SUBSCRIPTIONS	1.00	180.91	180.91	
03.0	SENIOR ASSOCIATE		05-JUL-12	REVIEW NEWS CLIPS; HUD HAPPENINGS	1.00	180.91	180.91	
03.0	SENIOR ASSOCIATE		06-JUL-12	REVIEW NEWS CLIPS; HUD HAPPENINGS	2.00	180.91	361.82	
04	ASSOCIATE		03-JUL-12	EDITED STAKEHOLDER LETTER	.25	137.83	34.46	
04	ASSOCIATE		06-JUL-12	STAKEHOLDER PREP, COORD AND SEND	.75	137.83	103.37	
04	CLIENT SERVICE ASSISTANT		03-JUL-12	EDIT STAKEHOLDER LETTER	.50	73.22	36.61	
04	DIRECTOR		02-JUL-12	RAB DESIGN DISCUSSION; TIME BREAKDOWN RESEARCH	2.50	271.36	678.40	
04	DIRECTOR		03-JUL-12	STRATEGIC COUNSEL; STAKEHOLDER LETTER REVIEW; HUD HAPPENINGS	5.50	271.36	1,492.48	
04	DIRECTOR		05-JUL-12	NUMBERS DOC REVIEW; CONFERENCE CALL WITH ONMA TO DISCUSS COM	3.75	271.36	1,017.60	
04	DIRECTOR		06-JUL-12	HUD IN HOUSE; NUMBERS DOC REVIEW	.50	271.36	135.68	
04	MANAGER		03-JUL-12	EDIT STAKEHOLDER LETTER	.50	228.29	114.15	
04	SENIOR ASSOCIATE		03-JUL-12	JULY STAKEHOLDER LETTER	2.00	180.91	361.82	
04	SENIOR ASSOCIATE		05-JUL-12	JULY STAKEHOLDER LETTER	1.00	180.91	180.91	
04	SENIOR ASSOCIATE		06-JUL-12	JULY STAKEHOLDER LETTER	.50	180.91	90.46	
07	ASSOCIATE		05-JUL-12	ISSUANCE CHART	.50	137.83	68.92	
07	SENIOR ASSOCIATE		05-JUL-12	JUNE ISSUANCE SUMMARY	.50	180.91	90.46	
TOTAL - PROFESSIONAL SERVICES :					42.00		7,851.14	

OUT OF POCKET EXPENSES

TASK	BILLING TITLE	NAME	DATE	COMMENT	BILLED AMOUNT
02	HCDI INVOICE JULY 1 - 6, 201	(b)(4),(b)(6)	06-JUL-12		524.36
02	OUT OF POCKET EXPENSES- IPP		06-JUL-12		3.93
03	CRITICAL MENTION JULY 1 - 6,		06-JUL-12		241.92
03	OUT OF POCKET EXPENSES- IPP		06-JUL-12		37.72
03.0	CLIPPING SERVICE		30-APR-12	32294 - CLIPPING SERVICE FOR MEDIA MONITORING	1,250.00
03.0	CLIPPING SERVICE		31-MAY-12	32942 - CLIPPING SERVICE FOR MEDIA MONITORING	1,350.00
03.0	INFO BANK SERVICES		29-JUN-12	PM062212-09 - PG 1	2.95
03.0	SUBSCRIPTIONS		24-FEB-12	5601458823 --BASE YEAR PORTION 02/15/12-1/06/12	2,283.90

INVOICE BACKUP REPORT

Page: 2 of 2  
 Run Date: 19 12 13:01:16

INVOICE: 212249  
 INVOICE DATE: 18-JUL-12  
 CLIENT: US DEPT OF HOUSING & URBAN DEVELOPMENT  
 PROJECT: CRUDEJ59B - Base Period

TASK	BILLING TITLE	NAME	DATE	COMMENT	BILLED AMOUNT
					5,594.78
					42.00
TOTAL - OUT OF POCKET EXPENSES :					13,445.92
GRAND TOTAL:					



Burson-Marsteller

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

[www.bm.com](http://www.bm.com)

September 28, 2012

Terry Carr  
Director, Communications and External Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

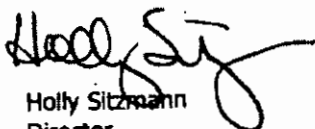
Attached please find an invoice from Burson-Marsteller for Ginnie Mae's subscription services with Inside Mortgage Finance and Source Media.

This invoice totals \$240,540.00 in subscription services and breaks down as follows:

- \$79,440.00 for Inside Mortgage Finance
- \$161,100.00 for Source Media

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
Holly Sitzmann  
Director

Invoice 222100346



**Burson-Marsteller**

UNITED STATES DEPT. OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222100346  
Invoice Date: 9/28/2012  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Page: 1

**BILLING PERIOD: Yearly Multi-User Subscriptions for Ginnie Mae // UHUD Contract C-OPO23863 // OPT YR**

	Quantity	Rate	Amount
22222177 Option Year 1 (7/7/12-7/6/13)			
22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations			
CLIN 103			
Out of Pocket Expenses:			
Subscription Costs			240,540.00
Out of Pocket Expenses Total			240,540.00
22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations Total			240,540.00

INVOICE TOTAL DUE USD 240,540.00  
PAYMENT DUE 10/28/2012

Please remit to the address below:

CHECKS

WIRES

INQUIRIES

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code: WFBIUS63 Chps Code: 0407

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000

**Invoice Backup**



Currency Type: Currency  
 Invoice Number(s): 222100348

Invoice No. 222100348  
 Client 22210164 UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
 Invoice Date 9/28/12  
 Main Project 22222177 Option Year 1 (7/7/12-7/8/13)  
 Company Burson-Marsteller US (222)

**22222177-002 Option Year 1 (7/7/12-7/8/13) / Media Relations**

Costs	Invoice No.	Task	Description	Date	Trans No.	Invoiced
Vendor		Scheduled Bill Out of Pockets	Inside Mortgage Finance	7/31/12	222107290	79,440.00
		Scheduled Bill Out of Pockets	Source Media	8/7/12	222107290	161,100.00
					<b>Costs Total</b>	<b>240,540.00</b>

**22222177-003 Option Year 1 (7/7/12-7/8/13) / Conference, Event**

Costs	Invoice No.	Task	Description	Date	Trans No.	Invoiced
Vendor		Scheduled Bill Out of Pockets	OOP's IFF Charges	9/13/12	222106913	0.00
Write up/down employee WDC Public Affairs						
					<b>Costs Total</b>	<b>0.00</b>
					<b>Invoice on Account Amount</b>	<b>0.00</b>
					<b>Invoice 222100348 Total</b>	<b>240,540.00</b>

PO #: 33016

Billing Code: UHUB8668B-03

Requester: Kathryn Steele

Date: 8/30/12

Approver: Kelly C. Sizy



One State St. Plaza  
25<sup>th</sup> Floor  
New York, NY 10004  
Phone: 212-803-8472  
AnnMarie.Rugalia@sourcemedia.com

### SALES INVOICE

Invoice Date: 8/07/2012

Sales Rep: BBAR

Date: August 7, 2012

SHIP TO Kathryn Steele  
Burson Marsteller c/o Ginnie Mae  
1110 Vermont Ave., NW  
Washington, DC 20005

Bill to: Account # 06258037  
Kathryn Steele  
Burson Marsteller c/o Ginnie Mae  
1110 Vermont Ave., NW  
Washington, DC 20005

PAYMENT METHOD	CHECK NO. / CREDIT CARD NO.	PUBLICATION
		American Banker, Bond Buyer, Asset Securitization Report, National Mortgage News.

QTY	ITEM #	DESCRIPTION	UNIT PRICE	LINE TOTAL
		60 users American Banker 60 users Bond Buyer 60 users Asset Securitization Report 60 users National Mortgage News		\$181,100.00

OK *[Signature]* 8.30.12

REMIT CHECK TO: SOURCEMEDIA  
PO BOX 4871 CHICAGO, IL 60680

For ACH/Wire to:

Harris National Association

Chicago, IL 60690

ABA: (b)(4)

Acct#

SUBTOTAL	\$161,100.00
SALES TAX	
TOTAL	\$161,100.00

Thank you for your business!



7910 Woodmont Avenue, Suite 1000  
Bethesda, MD 20814-7019  
Tel (301) 951-1240 ■ Fax (301) 656-1709

# RENEWAL/INVOICE

## INSIDE MORTGAGE FINANCE PUBLICATIONS

INVOICE 248M20120605  
DATE: JULY 31, 2012

**TO:**  
Holly Sltzmann  
Burson-Marsteller  
1110 Vermont Ave NW Ste 1100  
Washington, DC 20005

**SHIP TO:**  
GINNIE MAE STAFF

PO#: 33014

Billing Code: UTHUD96608-03  
Requestor: Kathryn Stale  
Date: 8/30/12  
Approver: Holly (Sltz)

2012 - 2013 SUBSCRIPTION DISCOUNT PLAN  
(JULY EXPIRATION)

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
60	Inside Mortgage Finance	\$516	\$30,960.00
60	Inside MBS & ABS	\$539	\$32,340.00
60	Inside FHA Lending	\$269	\$16,140.00
<p><i>OK signed free 8.30.12</i></p>			
SUBTOTAL			\$79,440.00
SALES TAX			0.00
TOTAL DUE			\$79,440.00

Make all checks payable to Inside Mortgage Finance.  
If you have any questions concerning this invoice, contact Gwen Jones, 301.951.1240

We appreciate your business.





**Burson-Marsteller**

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

October 10, 2012

Terry Carr  
Director, Communications and Congressional Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from September 1, 2012 through September 30, 2012. Please note that HCD International's invoices for both August and September 2012 are included here.

The September invoice totals \$56,797.15 in professional services and out-of-pocket costs, and breaks down as follows:

- \$44,855.19 for Media Relations & Clips Services
- \$6,364.09 for Third Party Outreach / Conferences, Events & Outreach Support
- \$4,743.38 for Web Page Support
- \$495.29 for Marketing Materials Services
- \$339.20 for Legislative Tracking

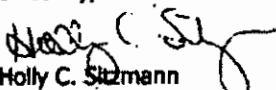
Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0101	46,000.00	-	-	46,000.00
CLIN 0102	154,208.00	495.29	540.52	153,667.48
CLIN 0103	455,648.00	44,855.19	364,237.51	91,410.49
CLIN 0105	212,413.00	6,364.09	45,492.66	166,920.34
CLIN 0106	69,735.00	339.20	580.41	69,154.59
CLIN 0107	48,788.00	4,743.38	5,299.04	43,488.96
CLIN 0108	9,000.00	-	-	9,000.00
<b>Contracting Billing Totals</b>	<b>995,792.00</b>	<b>56,797.15</b>	<b>416,150.14</b>	<b>579,641.86</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
Holly C. Sitzmann  
Director

Invoice 222100595



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222100595  
Invoice Date: 10/10/2012  
Client No: 22210184  
Project No: 22222177  
Client PO Ref:

Attn: TERRY CARR

Page: 2

Managing Director: Mary Crawford	6.00	340.28	2,041.68
Director: Holly Sitzmann	47.00	271.36	12,753.92
Senior Associate: Kelly Cross	23.50	180.91	4,251.39
Associate: Meghan Curtiss	17.50	137.83	2,412.06
Margaret Easterlin	10.50	137.83	1,447.23
Kathryn Steele	38.50	137.83	5,030.81
Client Staff Assistant: (b)(4),(b)(6)	27.50	73.22	2,013.80
<b>Professional Services Total</b>			<b>43,050.69</b>

Out of Pocket Expenses:  
Industrial Funding Fee for subscriptions 1,804.50  
Out of Pocket Expenses Total 1,804.50

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations Total 44,855.19

22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach

Please remit to the address below:

CHECKS

WIRES

INQUIRIES

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code:

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000



Burson-Marsteller  
 1100 Vermont Avenue, N.W.  
 Suite 1200  
 Washington, DC 20005  
 www.bm.com

T 202.530.0400  
 F 202.530.4500

October 23, 2012

Terry Carr  
 Director, Communications and External Relations  
 Government National Mortgage Association  
 Potomac Center South  
 550 12th Street, SW, Third Floor  
 Washington, D.C. 20024

Dear Terry,

Attached please find the updated invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from July 7, 2012 through July 31, 2012.

The July invoice totals \$49,114.85 in professional services and out-of-pocket costs, and breaks down as follows:

- \$31,881.28 for Media Relations & Clips Services
- \$16,916.97 for Third Party Outreach / Conferences, Events & Outreach Support
- \$45.23 for Marketing Materials Services
- \$271.37 for Web Page Support

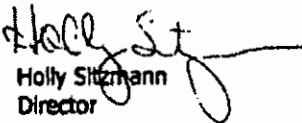
Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN #)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0101	46,000.00		-	46,000.00
CLIN 0102	154,208.00	45.23	45.23	154,162.77
CLIN 0103	455,648.00	31,881.28	31,881.28	423,766.72
CLIN 0105	212,413.00	16,916.97	16,916.97	195,496.03
CLIN 0106	69,735.00	-	-	69,735.00
CLIN 0107	48,788.00	271.37	271.37	48,516.63
CLIN 0108	9,000.00	-	-	9,000.00
<b>Contracting Billing Totals</b>	<b>995,792.00</b>	<b>49,114.85</b>	<b>49,114.85</b>	<b>946,677.15</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
 Holly Sitzmann  
 Director



Burson-Marsteller

Invoice No. 213650

TERRY CARR  
US DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Due Date: 08-SEP-12  
Invoice Date: 10-AUG-12

Engagement No: UHUD8668B

Work Order: UHUD8668B

Description: Option Year 1 (7/7/12-7/6/13)

BILLING PERIOD: July 07, 2012 Through July 31, 2012 // UHUD  
Contract C-OPO23863

**INVOICE SUMMARY**

**AMOUNT**

PROFESSIONAL SERVICES	44,308.97
OUT OF POCKET EXPENSES	4,807.88
<b>INVOICE TOTAL DUE</b>	<b>\$49,114.85</b>

**REMITTANCE INSTRUCTIONS**

**By Wire Transfer Remit To:**

Beneficiary Bank: Wells Fargo Bank, N.A.  
Account Name: Burson-Marsteller  
Account #: (b)(4)  
ABA Routing #: (b)(4)  
Swift Code: (b)(4)

**By Check Remit To:**

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**INQUIRY INSTRUCTIONS**

**Address Inquiries To:**

HOLLY SITZMANN  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+1.202.630.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).

Invoice 26000



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 26000  
Invoice Date: 9/13/2012  
Client No: 22210184  
Project No: 22222177  
Client PO Ref:

Attn: TERRY CARR

Page: 2

Out of Pocket Expenses Total 719.96

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations Total 46,961.04

22222177-004 Option Year 1 (7/7/12-7/6/13) / Third Party Outreach  
CLIN 0105

Professional Services:  
Managing Director:  
Mary Crawford

5.50 340.28 1,871.54

Director:  
Holly Sitzmann

48.50 271.36 13,160.88

Senior Associate:  
Kelly Cross  
Kelly Cross

23.50 180.91 4,251.62  
1.00 180.91 180.91

Associate:  
Lauren Markowitz  
Meghan Curtiss  
Kathryn Steele

1.00 137.83 137.83  
0.75 137.83 103.37  
18.00 137.83 2,480.97

Professional Services Total

22,187.00

Out of Pocket Expenses:  
Messenger

24.63

Please remit to the address below:

**CHECKS**  
Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

**WIRES**

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code:

**INQUIRIES**

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 814 4000

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP global standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.



Burson-Marsteller



Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

October 10, 2012

Terry Carr  
Director, Communications and Congressional Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from September 1, 2012 through September 30, 2012. Please note that HCD International's invoices for both August and September 2012 are included here.

The September invoice totals \$56,797.15 in professional services and out-of-pocket costs, and breaks down as follows:

- \$44,855.19 for Media Relations & Clips Services
- \$6,364.09 for Third Party Outreach / Conferences, Events & Outreach Support
- \$4,743.38 for Web Page Support
- \$495.29 for Marketing Materials Services
- \$339.20 for Legislative Tracking

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0101	46,000.00	-	-	46,000.00
CLIN 0102	154,208.00	495.29	540.52	153,667.48
CLIN 0103	455,648.00	44,855.19	364,237.51	91,410.49
CLIN 0105	212,413.00	6,364.09	45,492.66	166,920.34
CLIN 0106	69,735.00	339.20	580.41	69,154.59
CLIN 0107	48,788.00	4,743.38	5,299.04	43,488.96
CLIN 0108	9,000.00	-	-	9,000.00
<b>Contracting Billing Totals</b>	<b>995,792.00</b>	<b>56,797.15</b>	<b>416,150.14</b>	<b>579,641.86</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

**Summary of Activities: September 1, 2012 through September 30, 2012**

During September, Burson-Marsteller (B-M) delivered on a number of key communications initiatives on behalf of Ginnie Mae. These included providing guidance on materials development and strategic messaging for Ginnie Mae's participation at the MBA Annual Conference; developing media outreach strategies, drafting articles and blog posts for promoting Mary Kinney; conducting a media and presentation training session with Kathy Gibbons; offering guidance on the organization's Transformational Initiative; and providing ongoing strategic counsel for planning high-priority projects.

In addition, B-M completed numerous baseline activities throughout September, including developing HUD Happenings and In-House articles; coordinating and developing the October Stakeholder Letter; developing presentation materials and PowerPoint slides for senior leadership; coordinating invoice details for Ginnie Mae's subscriptions with Source Media, Cision and Inside Mortgage Finance publishing companies; and delivering daily media monitoring reports to Ginnie Mae staff.



### **Conferences, Event & Outreach Support**

- Coordinated details regarding the Annual Report photography throughout the month of September. Photos of all the requested properties were submitted to Ginnie Mae on 9/20/12.
- Revised Ginnie Mae's Jeopardy PowerPoint Presentation and game questions, throughout the week of 9/3/12. Additional revisions were made on 9/12/12.
- Revised and finalized the September Stakeholder Letter on 9/4/12 and 9/5/12. The letter was distributed to Ginnie Mae's full stakeholder list on 9/5/12.
- Reviewed Ginnie Mae's FHLB PowerPoint presentation, and provided formatting and copyedit feedback on 9/5/12. Other actions included:
  - Coordinated with Deloitte to obtain updated numbers for Ginnie Mae's FHLB PowerPoint presentation on 9/6/12.
- Coordinated details and materials for the October Stakeholder Letter throughout the month of September including:
  - Developed questions for the interview with John Getchis and submitted to Ginnie Mae on 9/11/12.
  - Conducted an interview with John Getchis on 9/17/12.
  - Developed the October Stakeholder Letter and submitted to Ginnie Mae on 9/20/12. Revisions were submitted on 9/26/12, 9/27/12 and 9/28/12.
- Provided support on materials and messaging for Ginnie Mae's participation at MBA Annual throughout the month of September including:
  - Participated in discussions regarding materials that need to be developed on 9/27/12.

### **Webpage Support**

- Reviewed the content for the Business Model, History and Mission sections as well as the Consumer Education section of the new website, and provided feedback to Ginnie Mae on 9/5/12 and 9/7/12.
- Drafted a FAQ for the Consumer Education section of the website and submitted to Ginnie Mae on 9/7/12. Revisions were made on 9/12/12.
- Drafted content for the Department Descriptions section of the new website and submitted to Ginnie Mae on 9/12/12.
- Developed the August Issuance Chart & Summary and submitted to Ginnie Mae on 9/10/12 and 9/12/12.
- Developed the August RPB Chart & Summary and submitted to Ginnie Mae on 9/17/12.

### **Marketing Materials Services**

- Coordinated with HCDI on materials for Ginnie Mae's rebrand initiatives including:
  - Revised and submitted the new name sign template files on 8/9/12.
  - Acquired iScreensaver Designer 4 Pro software, per Ginnie Mae's approval, and created a screensaver install file for employees to download the rebranded screensaver. The file was submitted to Ginnie Mae on 9/25/12.

### **Legislative Tracking**

- Developed a legislative tracker document on key items per Ginnie Mae's request and submitted the document to Ginnie Mae on 9/5/12.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

Holly C. Sitzmann  
Director

UNRECORDED TIME



Burson-Marsteller  
 1100 Vermont Avenue, N.W.  
 Suite 1200  
 Washington, DC 20005

T 202.530.0400  
 F 202.530.4500

www.bm.com

October 23, 2012

Terry Carr  
 Director, Communications and External Relations  
 Government National Mortgage Association  
 Potomac Center South  
 550 12th Street, SW, Third Floor  
 Washington, D.C. 20024

Dear Terry,

Attached please find the updated invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from July 7, 2012 through July 31, 2012.

The July invoice totals \$49,114.85 in professional services and out-of-pocket costs, and breaks down as follows:

- \$31,881.28 for Media Relations & Clips Services
- \$16,916.97 for Third Party Outreach / Conferences, Events & Outreach Support
- \$45.23 for Marketing Materials Services
- \$271.37 for Web Page Support

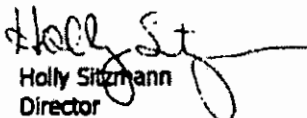
Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CUN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0101	46,000.00			46,000.00
CLIN 0102	154,208.00	45.23	45.23	154,162.77
CLIN 0103	455,648.00	31,881.28	31,881.28	423,766.72
CLIN 0105	212,413.00	16,916.97	16,916.97	195,496.03
CLIN 0106	69,735.00			69,735.00
CLIN 0107	48,788.00	271.37	271.37	48,516.63
CLIN 0108	9,000.00			9,000.00
<b>Contracting Billing Totals</b>	<b>995,792.00</b>	<b>49,114.85</b>	<b>49,114.85</b>	<b>946,677.15</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
 Holly Sitzmann  
 Director





Invoice No. 213650

TERRY CARR  
US DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Due Date: 09-SEP-12  
Invoice Date: 10-AUG-12

Engagement No: UHUD8668B

Work Order: UHUD8668B

Description: Option Year 1 (7/7/12-7/6/13)

BILLING PERIOD: July 07, 2012 Through July 31, 2012 // UHUD  
Contract C-OPO23663

**INVOICE SUMMARY**

**AMOUNT**

PROFESSIONAL SERVICES  
OUT OF POCKET EXPENSES

44,308.97  
4,807.88

**INVOICE TOTAL DUE**

**\$49,114.85**

**REMITTANCE INSTRUCTIONS**

**By Wire Transfer Remit To:**

Beneficiary Bank: Wells Fargo Bank, N.A.  
Account Name: Burson-Marsteller  
Account: (b)(4)  
ABA Routing: (b)(4)  
Swift Code: (b)(4)

**By Check Remit To:**

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30332-1880

**INQUIRY INSTRUCTIONS**

**Address Inquiries To:**

HOLLY SITZMANN  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+1.202.530.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct.  
The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



**Burson-Marsteller**

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

October 23, 2012

Terry Carr  
Director, Communications and External Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

Attached please find the updated invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from August 1, 2012 through August 31, 2012.

The August invoice totals \$69,698.14 in professional services and out-of-pocket costs, and breaks down as follows:

- \$46,961.04 for Media Relations & Clips Services
- \$22,211.60 for Third Party Outreach / Conferences, Events & Outreach Support
- \$241.21 for Legislative Tracking
- \$284.29 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CUN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0101	46,000.00		-	46,000.00
CLIN 0102	154,208.00		45.23	154,162.77
CLIN 0103	455,648.00	46,961.04	78,842.32	376,805.68
CLIN 0105	212,413.00	22,211.60	39,128.57	173,284.43
CLIN 0106	69,735.00	241.21	241.21	69,493.79
CLIN 0107	48,788.00	284.29	555.66	48,232.34
CLIN 0108	9,000.00		-	9,000.00
<b>Contracting Billing Totals</b>	<b>995,792.00</b>	<b>69,698.14</b>	<b>118,812.99</b>	<b>876,979.01</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
Holly Sitzmann  
Director

### Media Relations and Clips Services

- Participated in weekly conference calls with Ginnie Mae communications team.
- Distributed daily media monitoring reports to Ginnie Mae staff.
- Coordinated with media vendors regarding subscription invoices on Ginnie Mae's behalf, throughout the month of September.
- Coordinated with Ginnie Mae on the development of a Transformational Initiative throughout the month of September.
- Coordinated a media and presentation training session with Kathy Gibbons during the weeks of 9/3/12, 9/10/12, 9/17/12 and 9/24/12.
  - Conducted the three-hour media and presentation training session with Kathy Gibbons on 9/25/12.
- Developed *HUD Happenings* and *In-House* articles throughout the month of September. Specific action items included:
  - Revised the *HUD Happenings* article on Ginnie Mae's new PMO on 9/10/12 and 9/11/12.
  - Drafted an *In-House* article on Michael Drayne's MBA Webinar and submitted to Ginnie Mae on 9/14/12.
  - Drafted a *HUD Happenings* article on the Pittsburgh Refinance Roundtable and submitted to Ginnie Mae on 9/27/12.
  - Coordinated with Ginnie Mae for a potential HUD Happenings article on Ginnie Mae's attendance at the NIC National Conference on 9/28/12.
- Coordinated media initiatives surrounding Ginnie Mae's participation in the White House Refinance Roundtables in Raleigh, NC, Columbus, OH, and Pittsburgh, PA, throughout the month of September. Specific actions included:
  - Developed media advisories for all three of the roundtables and submitted to Ginnie Mae on 9/5/12 and 9/6/12.
  - Developed a target media lists for outreach around each of the roundtables and submitted to Ginnie Mae on 9/6/12.
  - Sent the Raleigh, NC media advisory to all relevant media contacts on 9/7/12.
  - Revised the media advisories for Columbus, OH and Pittsburgh, PA based on new details, and submitted the updated versions to Ginnie Mae on 9/10/12 and 9/13/12.
  - Sent the Columbus, OH media advisory to all relevant media contacts on 9/11/12.
  - Sent the Pittsburgh, PA media advisory to all relevant media contacts on 9/14/12.
- Continued to coordinate media outreach initiatives for promoting Mary Kinney throughout the month of September. Specific actions include:
  - Revised and finalized the blog post for Forbes and submitted to Ginnie Mae on 9/5/12 and 9/12/12.
  - Conducted outreach to Forbes to place the blog post during the week of 9/18/12 and 9/24/12.
  - Developed a list of additional target blogs for placing Mary Kinney's blog post, as alternatives to Forbes, and submitted to Ginnie Mae on 9/26/12 and 9/27/12.
  - Revised the blog post and began outreach to other target blogs on 9/25/12.
  - Coordinated and sent Ginnie Mae the article placement with SHAPE.com, featuring comments from Mary Kinney, on 9/19/12 and 9/20/12.
  - Continued to coordinate with the editor at *Mortgage Banking* magazine regarding submission deadlines for Mary Kinney's byline article as well as a potential article by Ted Tozer for the February or March 2013 issue.
- Continued to coordinate message discipline training sessions for Ginnie Mae business units during the weeks of 9/3/12, 9/17/12 and 9/24/12. Other actions related to this initiative included:
  - Developed a feedback form for all participants and revised the message discipline sessions PowerPoint presentation, and submitted to Ginnie Mae on 9/4/12.
- Coordinated with Cision to locate an audio clip of Ted Tozer's interview with KDKA radio station and sent the recording to Ginnie Mae on 9/20/12.

### **Conferences, Event & Outreach Support**

- Coordinated details regarding the Annual Report photography throughout the month of September. Photos of all the requested properties were submitted to Ginnie Mae on 9/20/12.
- Revised Ginnie Mae's Jeopardy PowerPoint Presentation and game questions, throughout the week of 9/3/12. Additional revisions were made on 9/12/12.
- Revised and finalized the September Stakeholder Letter on 9/4/12 and 9/5/12. The letter was distributed to Ginnie Mae's full stakeholder list on 9/5/12.
- Reviewed Ginnie Mae's FHLB PowerPoint presentation, and provided formatting and copyedit feedback on 9/5/12. Other actions included:
  - Coordinated with Deloitte to obtain updated numbers for Ginnie Mae's FHLB PowerPoint presentation on 9/6/12.
- Coordinated details and materials for the October Stakeholder Letter throughout the month of September including:
  - Developed questions for the interview with John Getchis and submitted to Ginnie Mae on 9/11/12.
  - Conducted an interview with John Getchis on 9/17/12.
  - Developed the October Stakeholder Letter and submitted to Ginnie Mae on 9/20/12. Revisions were submitted on 9/26/12, 9/27/12 and 9/28/12.
- Provided support on materials and messaging for Ginnie Mae's participation at MBA Annual throughout the month of September including:
  - Participated in discussions regarding materials that need to be developed on 9/27/12.

### **Webpage Support**

- Reviewed the content for the Business Model, History and Mission sections as well as the Consumer Education section of the new website, and provided feedback to Ginnie Mae on 9/5/12 and 9/7/12.
- Drafted a FAQ for the Consumer Education section of the website and submitted to Ginnie Mae on 9/7/12. Revisions were made on 9/12/12.
- Drafted content for the Department Descriptions section of the new website and submitted to Ginnie Mae on 9/12/12.
- Developed the August Issuance Chart & Summary and submitted to Ginnie Mae on 9/10/12 and 9/12/12.
- Developed the August RPB Chart & Summary and submitted to Ginnie Mae on 9/17/12.

### **Marketing Materials Services**

- Coordinated with HCDI on materials for Ginnie Mae's rebrand initiatives including:
  - Revised and submitted the new name sign template files on 8/9/12.
  - Acquired iScreensaver Designer 4 Pro software, per Ginnie Mae's approval, and created a screensaver install file for employees to download the rebranded screensaver. The file was submitted to Ginnie Mae on 9/25/12.

### **Legislative Tracking**

- Developed a legislative tracker document on key items per Ginnie Mae's request and submitted the document to Ginnie Mae on 9/5/12.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

Holly C. Sitzmann  
Director

CONFIDENTIAL



Burson-Marsteller  
 1100 Vermont Avenue, N.W.  
 Suite 1200  
 Washington, DC 20005

T 202.530.0400  
 F 202.530.4500

www.bm.com

October 23, 2012

Terry Carr  
 Director, Communications and External Relations  
 Government National Mortgage Association  
 Potomac Center South  
 550 12th Street, SW, Third Floor  
 Washington, D.C. 20024

Dear Terry,

Attached please find the updated invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from July 7, 2012 through July 31, 2012.

The July invoice totals \$49,114.85 in professional services and out-of-pocket costs, and breaks down as follows:

- \$31,881.28 for Media Relations & Clips Services
- \$16,916.97 for Third Party Outreach / Conferences, Events & Outreach Support
- \$45.23 for Marketing Materials Services
- \$271.37 for Web Page Support

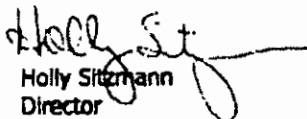
Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0101	46,000.00		-	46,000.00
CLIN 0102	154,208.00	45.23	45.23	154,162.77
CLIN 0103	455,648.00	31,881.28	31,881.28	423,766.72
CLIN 0105	212,413.00	16,916.97	16,916.97	195,496.03
CLIN 0106	69,735.00	-	-	69,735.00
CLIN 0107	48,788.00	271.37	271.37	48,516.63
CLIN 0108	9,000.00	-	-	9,000.00
<b>Contracting Billing Totals</b>	<b>995,792.00</b>	<b>49,114.85</b>	<b>49,114.85</b>	<b>946,677.15</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
 Holly Sitzmann  
 Director



**Burson-Marsteller**

**Invoice No. 213850**

**TERRY CARR  
US DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410**

**Due Date: 09-SEP-12  
Invoice Date: 10-AUG-12**

**Engagement No: UHUD8668B**

**Work Order: UHUD8668B**

**Description: Option Year 1 (7/7/12-7/6/13)**

**BILLING PERIOD: July 07, 2012 Through July 31, 2012 // UHUD  
Contract C-OPO23863**

**INVOICE SUMMARY**

**AMOUNT**

<b>PROFESSIONAL SERVICES</b>	<b>44,309.97</b>
<b>OUT OF POCKET EXPENSES</b>	<b>4,807.88</b>
<b>INVOICE TOTAL DUE</b>	<b>\$49,114.85</b>

**REMITTANCE INSTRUCTIONS**

**By Wire Transfer Remit To:**

**Beneficiary Bank: Wells Fargo Bank, N.A.  
Account Name: Burson-Marsteller  
Account Number: (b)(4)  
ABA Routing: (b)(4)  
Swift Code: (b)(4)**

**By Check Remit To:**

**Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880**

**INQUIRY INSTRUCTIONS**

**Address Inquiries To:**

**HOLLY SITZMANN  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20005-3544  
+1.202.530.0400**

**PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.**

**As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct.  
The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).**



Burson-Marsteller

Invoice No. 213650

TERRY CARR  
US DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Due Date: 09-SEP-12  
Invoice Date: 10-AUG-12  
Page: 1 of 2

Engagement No: UHUD86688

Work Order: UHUD86688

Description: Option Year 1 (7/7/12-7/6/13)

BILLING PERIOD: July 07, 2012 Through July 31, 2012 // UHUD  
Contract C-OPO23893

**INVOICE DETAIL**

**AMOUNT**

**02-MARKETING MATERIALS SERVICES (CLIN 0102)**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CROSS, KELLY	SENIOR ASSOCIATE	0.25	180.81	45.23
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>45.23</b>
<b>TOTAL DUE - 02-MARKETING MATERIALS SERVICES (CLIN 0102)</b>				<b>45.23</b>

**03-MEDIA RELATIONS/ CLIPS SERVICES (CLIN 0103)**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
(b)(4), (b)(6)	CLIENT SERVICE ASSISTANT	28.25	73.22	1,922.07
CRAWFORD, MARY	MANAGING DIRECTOR	4.75	340.28	1,618.33
CROSS, KELLY	SENIOR ASSOCIATE	40.00	180.81	7,236.44
(b)(4), (b)(6)	INTERN	7.75	73.22	567.48
ROUNDING ADJUSTMENT				(0.13)
SITZMANN, HOLLY	DIRECTOR	35.75	271.38	9,701.12
STEELE, KATHRYN	ASSOCIATE	43.75	137.83	6,030.11
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>27,073.40</b>

**OUT OF POCKET EXPENSES**

**REMITTANCE INSTRUCTIONS**

By Wire Transfer Remit To:  
Beneficiary Bank: Wells Fargo Bank, N.A.  
Account Name: Burson-Marsteller  
Account#: (b)(4)  
ABA Routing: (b)(4)  
Swift Code: (b)(4)

By Check Remit To:  
Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30382-1880

**INQUIRY INSTRUCTIONS**

Address Inquiries To:  
HOLLY SITZMANN  
1110 Vermont Avenue, N.W.  
Suite 1100  
Washington, DC 20008-3644  
+1.202.530.0400

PLEASE INCLUDE OUR INVOICE NO. IN THE DESCRIPTION FIELD OF THE WIRE TRANSFER.

As a WPP PLC company, we are committed to conducting business in accordance with WPP's Code of Business Conduct. The Code of Business Conduct can be accessed on-line at [www.bm.com](http://www.bm.com).



Burson-Marsteller

Invoice No213650

TERRY CARR  
 US DEPT OF HOUSING & URBAN DEVELOPMENT  
 451 SEVENTH STREET, S.W.  
 ROOM B-133  
 PC PHASE 3 SL  
 WASHINGTON DC 20410

Due Date: 09-SEP-12  
 Invoice Date: 10-AUG-12  
 Page: 2 of 2

Engagement No: UHUD86688

Work Order: UHUD86688

**INVOICE DETAIL CONT'D**

**AMOUNT**

CLIPPING SERVICE	1,008.09
INFO BANK SERVICES	5.90
OUT OF POCKET EXPENSES- IFF CHARGE	35.80
SUBSCRIPTIONS	3,758.10
TOTAL - OUT OF POCKET EXPENSES	4,807.89
<b>TOTAL DUE - 03-MEDIA RELATIONS/ CLIPB SERVICES (CLIN 0103)</b>	<b>31,891.28</b>

**06 THIRD PARTY OUTREACH (CLIN 0105)**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
(b)(4),(b)(6)	CLIENT SERVICE ASSISTANT	2.00	73.22	146.44
CROSS, KELLY	SENIOR ASSOCIATE	20.25	180.91	3,663.45
CURTISS, MEGHAN	ASSOCIATE	0.25	137.83	34.46
ROUNDING ADJUSTMENT				(0.04)
SITZMANN, HOLLY	DIRECTOR	45.00	271.36	12,211.20
STEELE, KATHRYN	ASSOCIATE	6.25	137.83	861.46
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>16,916.97</b>
<b>TOTAL DUE - 06 THIRD PARTY OUTREACH (CLIN 0105)</b>				<b>16,916.97</b>

**07-WEB PAGE SUPPORT (CLIN 0107)**

PROFESSIONAL SERVICES	TITLE	HOURS	RATE	
CROSS, KELLY	SENIOR ASSOCIATE	1.50	180.91	271.37
<b>TOTAL - PROFESSIONAL SERVICES</b>				<b>271.37</b>
<b>TOTAL DUE - 07-WEB PAGE SUPPORT (CLIN 0107)</b>				<b>271.37</b>

**INVOICE TOTAL DUE** **\$49,114.85**





Burson-Marsteller

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

October 23, 2012

Terry Carr  
Director, Communications and External Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

Attached please find the updated invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from August 1, 2012 through August 31, 2012.

The August invoice totals \$69,698.14 in professional services and out-of-pocket costs, and breaks down as follows:

- \$46,961.04 for Media Relations & Clips Services
- \$22,211.60 for Third Party Outreach / Conferences, Events & Outreach Support
- \$241.21 for Legislative Tracking
- \$284.29 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0101	46,000.00			46,000.00
CLIN 0102	154,208.00		45.23	154,162.77
CLIN 0103	455,648.00	46,961.04	78,842.32	376,805.68
CLIN 0105	212,413.00	22,211.60	39,128.57	173,284.43
CLIN 0106	69,735.00	241.21	241.21	69,493.79
CLIN 0107	48,788.00	284.29	555.66	48,232.34
CLIN 0108	9,000.00			9,000.00
<b>Contracting Billing Totals</b>	<b>995,792.00</b>	<b>69,698.14</b>	<b>118,812.99</b>	<b>876,979.01</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

Holly Sitzmann  
Director

Invoice 26000



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 26000  
Invoice Date: 8/13/2012  
Client No: 22210184  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Page: 1

**BILLING PERIOD: August 2012 // UHUD Contract C-OPO23863 // OPT YR 1**

	Quantity	Rate	Amount
22222177 Option Year 1 (7/7/12-7/6/13)			
22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations			
CLIN 0103			
Professional Services:			
Managing Director:			
Mary Crawford	20.50	340.26	6,975.74
Mary Crawford	5.00	340.28	1,701.40
Laura Sheehan	1.00	340.28	340.28
Director:			
Holly Sitzmann	52.25	271.36	14,178.56
Senior Associate:			
Kelly Cross	62.00	180.91	11,216.48
Associate:			
Kathryn Steele	61.25	137.83	8,442.12
Client Staff Assistant:			
(b)(4),(b)(6)	9.50	73.22	695.60
	36.75	73.22	2,690.80
<b>Professional Services Total</b>			<b>46,241.08</b>

Out of Pocket Expenses:  
Video/Dvd Production (Recording, Dubbing & Editing)  
Industrial Funding Fee (IFF)

714.60  
5.36

Please remit to the address below.  
CHECKS

WIRES

INQUIRIES

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No: (b)(4)  
Swift Code: (b)(4)

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000

Burson-Marsteller US is part of the BPP Group of companies and adheres to BPP ethical standards, which can be found in the BPP Corporate Social Responsibility report on the bpp.com website.

Invoice 26000



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 26000  
Invoice Date: 9/13/2012  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Page: 2

Out of Pocket Expenses Total 719.98

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations Total 46,961.04

22222177-004 Option Year 1 (7/7/12-7/6/13) / Third Party Outreach

**CLIN 0105**

**Professional Services:**

Managing Director: Mary Crawford	5.50	340.28	1,871.64
Director: Holly Sitzmann	48.50	271.36	13,160.96
Senior Associate: Kelly Cross	23.50	180.91	4,251.62
Kelly Cross	1.00	180.91	180.91
Associate: Lauren Markowitz	1.00	137.83	137.83
Meghan Curtiss	0.75	137.83	103.37
Kathryn Steele	18.00	137.83	2,480.97
<b>Professional Services Total</b>			<b>22,187.00</b>

Out of Pocket Expenses: 24.63  
Messenger

Please remit to the address below:

<b>CHECKS</b>	<b>WIRES</b>	<b>INQUIRIES</b>
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: (b)(4) Swift Code: (b)(4)	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 614 4000

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.

Invoice 26000



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 26000  
Invoice Date: 8/13/2012  
Client No: 22210164  
Project No: 2222177  
Client PO Ref:

Attn: TERRY CARR

Page: 3

Industrial Funding Fee (IFF)	0.18
Out of Pocket Expenses Total	<u>24.81</u>

2222177-004 Option Year 1 (7/7/12-7/8/13) / Third Party Outreach	<u>22,211.81</u>
--	------------------

2222177-005 Option Year 1 (7/7/12-7/8/13) / Legislative Tracking

CLIN 0106

Professional Services:

Associate:

Kathryn Steele

1.75	137.83	<u>241.21</u>
		<u>241.21</u>

Professional Services Total

2222177-005 Option Year 1 (7/7/12-7/8/13) / Legislative Tracking Tot	<u>241.21</u>
--	---------------

2222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support

CLIN 0107

Professional Services:

Senior Associate:

Kelly Cross

1.00	180.91	<u>180.91</u>
------	--------	---------------

Associate:

Please remit to the address below:

CHECKS

WIRE

INQUIRIES

Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528 (212) 614 4000
--	--	---

Invoice 26000



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 26000  
Invoice Date: 9/13/2012  
Client No: 22210164  
Project No: 2222177  
Client PO Ref:

Attn. TERRY CARR

Page: 4

Kathryn Steele	0.75	137.83	103.37
Professional Services Total			<u>284.29</u>

2222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support Tot			<u>284.29</u>
--	--	--	---------------

Rounding Adjustment (CLIN 0105)			<u>- .21</u>
---------------------------------	--	--	--------------

INVOICE TOTAL DUE	USD	<u>69,698.14</u>
-------------------	-----	------------------

PAYMENT DUE	10/13/2012
-------------	------------

Please remit to the address below:

CHECKS

WIRES

INQUIRIES

Burson-Marsteller PO Box 101680 Atlanta, GA 30382-1680	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528 (212) 614 4000
--	--	---



Burson-Marsteller

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

November 9, 2012

Terry Carr  
Director, Communications and Congressional Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

Attached please find an Invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from October 1, 2012 through October 31, 2012.

The October invoice totals \$58,356.53 in professional services and out-of-pocket costs, and breaks down as follows:

- \$35,462.29 for Media Relations & Clips Services
- \$20,104.42 for Third Party Outreach / Conferences, Events & Outreach Support
- \$1,550.65 for Web Page Support
- \$1,239.17 for Marketing Materials Services

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0101	46,000.00	-	-	46,000.00
CLIN 0102	154,208.00	1,239.17	1,779.69	152,428.31
CLIN 0103	455,648.00	35,462.29	399,699.80	55,948.20
CLIN 0105	212,413.00	20,104.42	45,492.66	166,920.34
CLIN 0106	69,735.00	-	580.41	69,154.59
CLIN 0107	48,788.00	1,550.65	6,849.69	41,938.31
CLIN 0108	9,000.00	-	-	9,000.00
<b>Contracting Billing Totals</b>	<b>995,792.00</b>	<b>58,356.53</b>	<b>454,402.25</b>	<b>541,389.75</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

**Summary of Activities: October 1, 2012 through October 31, 2012**

During October, Burson-Marsteller (B-M) delivered on a number of key communications initiatives on behalf of Ginnie Mae. These included providing guidance on strategic messaging and developing all necessary materials for Ginnie Mae's participation at the MBA Annual Conference; developing media outreach strategies; updating articles and blog posts for promoting Mary Kinney; conducting media outreach for an Executive Profile on John Getchis; assisting in the development of materials for all communications initiatives executed during Fiscal Year (FY) 2012; offering guidance on the organization's Transformational Initiative; and providing ongoing strategic counsel for planning and executing against high-priority projects.

In addition, B-M completed numerous baseline activities throughout October, including developing *HUD Happenings* and *In-House* articles; coordinating and drafting the November Stakeholder Letter; developing presentation materials and PowerPoint slides for senior leadership; and delivering daily media monitoring reports to Ginnie Mae staff.

**Media Relations and Clips Services**

- Participated in weekly conference calls with Ginnie Mae communications team.
- Distributed daily media monitoring reports to Ginnie Mae staff.
- Developed *HUD Happenings* and *In-House* articles throughout the month of October. Specific articles included:
  - Developed a *HUD Happenings* article on Ginnie Mae's attendance at the NIC National Conference and submitted to Ginnie Mae on 10/3/12. Revisions were made on 10/4/12.
  - Developed a *HUD Happenings* article on Ginnie Mae's participation at Ellie Mae's Encompass EXPERIENCE event and submitted to Ginnie Mae on 10/10/12. Revisions were made on 10/17/12.
  - Developed an *In-House* article on Ginnie Mae's participation at NRMLA's Annual Conference and submitted to Ginnie Mae on 10/17/12.
- Continued to coordinate media outreach initiatives for promoting Mary Kinney throughout the month of October. Specific actions included:
  - Conducted outreach to target publications to place her blog post during the weeks of 10/1/12, 10/8/12 and 10/15/12.
  - Revised the byline article for *Mortgage Bankers Magazine* and submitted updated versions to Ginnie Mae on 10/5/12 and 10/19/12.
- Provided guidance to Ginnie Mae regarding a trademark for the organization's new logo on 10/4/12.
- Secured and coordinated logistics for an Executive Profile interview for John Getchis with *National Mortgage News* on 10/9/12.
  - Sent pre-interview materials for John Getchis on 10/9/12.
  - Facilitated John Getchis' interview with *National Mortgage News* on 10/12/12.
  - The article ran in print on 10/22/12.
- Conducted media monitoring for coverage of MBA Annual as well as speeches given by Fannie Mae, Freddie Mac and Federal Home Loan Banks (FHLB) during the weeks of 10/22/12 and 10/29/12.
- Compiled all media mentions of Ginnie Mae and media inquiries for October 2011 through September 2012, and submitted to Ginnie Mae on 10/25/12.
- Revised and updated Ted Tozer's bio for the Ginnie Mae website, and submitted to Ginnie Mae on 10/25/12. Revisions were made on 10/29/12.
- Conducted research on 10/26/12 to locate quotes from Ginnie Mae that ran in key industry trades during the month of October.

#### **Conferences, Event & Outreach Support**

- Coordinated and partnered with Ginnie Mae to develop slides for the Transformational Initiative throughout the month of October.
- Revised, finalized and distributed the October Stakeholder Letter – Executive Q&A with John Getchis to the full Ginnie Mae stakeholder outreach list on 10/2/12.
- Drafted materials and messaging for Ginnie Mae's participation at MBA Annual throughout the month of October. Specific action items included:
  - Developed a timeline and to-do list for the development of all MBA Annual materials and submitted to Ginnie Mae on 10/3/12. Updated versions were submitted on 10/4/12 and 10/5/12.
  - Conducted an interview with Ted Tozer to discuss the key topics for MBA Annual talking points and other materials on 10/5/12.
  - Developed a master messaging document with FAQs and talking points, and submitted the first draft to Ginnie Mae on 10/5/12.
  - Developed a summary on potential talking points for Ted Tozer's MBA Annual presentation and submitted to Ginnie Mae on 10/12/12.
  - Drafted talking points for Ted Tozer's speech at MBA Annual and submitted to Ginnie Mae on 10/18/12. Additional guidance on Ted Tozer's talking points was also provided on 10/19/12.

- Developed additional FAQs, messages and background talking points for the master MBA messaging document, and submitted updated versions to Ginnie Mae on 10/15/12, 10/16/12 and 10/18/12.
- Provided guidance on media and presentation training for Ginnie Mae leadership throughout the month of October. Specific action items included:
  - Coordinated media and presentation training for Jennifer Iba during the weeks of 10/1/12, 10/8/12, 10/15/12 and 10/22/12.
  - Developed a template agenda and basic pricing for standard presentation and media training and submitted to Ginnie Mae on 10/12/12.
- Developed content for and formatted John Kozak's NRMLA presentation deck, and submitted to Ginnie Mae on 10/10/12.
- Created a template for Ginnie Mae's conference and speech tracker, and verified information related to past presentations on 10/25/12.
- Provided recommendations on content and copyedited Ginnie Mae's FY 2012 Report to Congress, and submitted to Ginnie Mae on 10/26/12.
- Developed the November Stakeholder Letter on Ginnie Mae's participation at MBA Annual and the organization's objectives for FY 2013, and submitted to Ginnie Mae on 10/29/12. Revisions were made on 10/29/12.
- Developed a bio for Karen Sharp's participation at an upcoming MBA event, and submitted to Ginnie Mae on 10/29/12. Revisions were made on 10/31/12.

#### **Webpage Support**

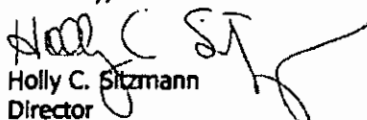
- Coordinated with HCDI on the timeline for developing additional sections and content for Ginnie Mae's new website and submitted the drafted timeline to Ginnie Mae on 10/17/12. An updated timeline was sent to Ginnie Mae on 10/22/12.
- Developed the September Issuance Chart & Summary and submitted to Ginnie Mae on 10/2/12.
- Developed the September RPB Chart & Summary and submitted to Ginnie Mae on 10/11/12.

#### **Marketing Materials Services**

- Coordinated with HCDI throughout the month of October on materials for Ginnie Mae's rebrand initiatives including:
  - Updated the new email signature and discussed potential legal disclaimer language to be included with Ginnie Mae on 10/23/12 and 10/26/12.
  - Developed templates for an agenda, memo, meeting minutes and PowerPoint presentations utilizing the existing Ginnie Mae logo, and submitted to Ginnie Mae on 10/31/12.
- Coordinated with HCDI on the development of two posters for Ginnie Mae's exhibit at MBA Annual during the week of 10/1/12. The posters were delivered to Ginnie Mae on 10/8/12.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
 Holly C. Sitzmann  
 Director





Burson-Marsteller

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

December 10, 2012

Terry Carr  
Director, Communications and Congressional Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from November 1, 2012 through November 30, 2012.

The November invoice totals \$65,920.48 in professional services and out-of-pocket costs, and breaks down as follows:

- \$47,071.50 for Media Relations & Clips Services
- \$14,276.94 for Third Party Outreach / Conferences, Events & Outreach Support
- \$3,035.98 for Marketing Materials Services
- \$1,536.06 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation
CLIN 0101	46,000.00	-	-	46,000.00
CLIN 0102	154,208.00	3,035.98	4,815.67	149,392.33
CLIN 0103	455,648.00	47,071.50	446,771.30	8,876.70
CLIN 0105	212,413.00	14,276.94	45,492.66	166,920.34
CLIN 0106	69,735.00	-	580.41	69,154.59
CLIN 0107	48,788.00	1,536.06	8,385.75	40,402.25
CLIN 0108	9,000.00	-	-	9,000.00
<b>Contracting Billing Totals</b>	<b>995,792.00</b>	<b>65,920.48</b>	<b>506,045.79</b>	<b>489,746.21</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

**Summary of Activities: November 1, 2012 through November 30, 2012**

During November, Burson-Marsteller (B-M) delivered on a number of key communications initiatives on behalf of Ginnie Mae. These included providing guidance on messaging and media outreach surrounding Ginnie Mae's fiscal year (FY) 2012 financials announcement; providing guidance on strategic messaging surrounding the FHA's Actuarial Report and what it means for Ginnie Mae; updating articles and blog posts bylined by Mary Kinney; executing the development of collateral materials related to Ginnie Mae's rebranding initiative; attending Ted Tozer's presentation at the iGlobal 2<sup>nd</sup> Annual Securitization Finance Summit in New York; and providing ongoing strategic counsel for planning and executing against high-priority projects.

In addition, B-M completed numerous baseline activities throughout November, including developing HUD Happenings and In-House articles; coordinating and drafting the December Stakeholder Letter; developing presentation materials and PowerPoint slides for senior leadership; and delivering daily media monitoring reports to Ginnie Mae staff.

**Media Relations and Clips Services**

- Participated in weekly conference calls with Ginnie Mae communications team.
- Distributed daily media monitoring reports to Ginnie Mae staff.
- Continued to conduct media monitoring for coverage of MBA Annual as well as speeches given by Fannie Mae, Freddie Mac and Federal Home Loan Banks (FHLB) on 11/1/12 and 11/2/12.
- Provided counsel to Ginnie Mae regarding the release of its FY 2012 financials throughout the month of November. Specific actions included:
  - Developed a media list of key target news outlets and appropriate reporters for the release of the FY 2012 on 11/8/12.
  - Reviewed and provided recommendations to the FY 2012 financials press release and submitted to Ginnie Mae on 11/9/12.
  - Developed talking points on the FY 2012 financials and submitted to Ginnie Mae on 11/13/12.
  - Sent Ginnie Mae news articles regarding its FY 2012 financials on 11/16/12.
- Developed a new prototype for Ginnie Mae's daily news clips and submitted the new format to Ginnie Mae on 11/6/12. Revisions were made on 11/6/12.
- Drafted the October Issuance press release and submitted to Ginnie Mae on 11/7/12.
- Coordinated with *National Mortgage News* on John Getchis' formal headshot for the online posting of his executive profile on 11/9/12.
- Provided guidance to Ginnie Mae on the FHA's Actuarial Release throughout the month of November. Specific actions included:
  - Drafted a Q&A on what the Actuarial Report means for Ginnie Mae and submitted to Ginnie Mae on 11/13/12.
  - Participated in conference calls to discuss messaging around the Actuarial Report throughout the week of 11/12/12.
  - Assisted in revising the Q&A and submitted to Ginnie Mae on 11/16/12 and 11/26/12.
- Developed *HUD Happenings* and *In-House* articles throughout the month of November. Specific articles included:
  - Drafted a *HUD Happenings* article on Ginnie Mae's plans for loan level disclosure and submitted to Ginnie Mae on 11/14/12.
  - Drafted an *In-House* article on the MBA Annual Conference and submitted to Ginnie Mae on 11/15/12. Revisions were made on 11/20/12.
  - Drafted a *HUD Happenings* article on Ginnie Mae's FY 2012 financials and submitted to Ginnie Mae on 11/28/12. Revisions were made on 11/29/12 and 11/30/12.
- Continued to coordinate media outreach initiatives for promoting Mary Kinney throughout the month of November. Specific actions included:
  - Revised Mary Kinney's byline article for *Mortgage Bankers Magazine* and submitted to Ginnie Mae on 11/8/12.
  - Submitted Mary Kinney's byline article to *Mortgage Bankers Magazine* on 11/15/12.
  - Drafted a brief bio for Mary Kinney to accompany her byline article for *Mortgage Bankers Magazine* and submitted to Ginnie Mae on 11/28/12. Revisions were made on 11/29/12 and 11/30/12.
- Revised and updated Ted Tozer's bio for the Ginnie Mae website, and submitted to Ginnie Mae on 11/15/12. Additional revisions were made on 11/20/12.
- Coordinated with CISION regarding media monitoring services during the weeks of 11/19/12 and 11/26/12.
- Assisted in the development of a "communications checklist" during the week of 11/26/12.

#### **Conferences, Event & Outreach Support**

- Provided recommendations on the editorial copy for Ginnie Mae's participation in an IMF webinar and submitted comments to Ginnie Mae on 11/1/12.
- Participated in a client discussion regarding the Transformational Initiative on 11/5/12.

**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
 451 SEVENTH STREET, S.W.  
 ROOM B-133  
 PC PHASE 3 SL  
 WASHINGTON DC 20410

Invoice No: 222101923  
 Invoice Date 12/10/2012  
 Client No: 22210164  
 Project No: 22222177  
 Client PO Ref:

Attn: TERRY CARR

Page: 3

Out of Pocket Expenses:  
 Messenger 19.76  
 Out of Pocket Expenses Total 19.76

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations Total 47,071.50

22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach

Period: November, 2012 (CLIN 0105)

Professional Services:

rounding adjustment	-1.00	0.01	-0.01
Director:			
Holly Sitzmann	23.25	271.36	6,309.12
Senior Associate:			
Kelly Cross	10.25	180.91	1,854.33
Associate:			
Kathryn Steele	3.00	137.83	<u>413.50</u>
Professional Services Total			<u>8,576.94</u>

Out of Pocket Expenses:  
 Photography 5,700.00  
 Out of Pocket Expenses Total 5,700.00

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 614 4000

Invoice 222101923



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222101923  
Invoice Date: 12/10/2012  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn: TERRY CARR

Page: 4

22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach Tot

14,276.94

22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support

Period: November, 2012 (CLIN 0107)

**Professional Services:**

rounding adjustment

-1.00      0.01      -0.01

Director:  
Holly Sitzmann

2.00      271.36      542.72

Senior Associate:  
Kelly Cross

3.25      180.91      587.97

Associate:  
Kathryn Steele  
Professional Services Total

0.75      137.84      103.38  
1,234.06

**Out of Pocket Expenses:**

HCD International

302.00

Out of Pocket Expenses Total

302.00

22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support Tot

1,536.06

Please remit to the address below:

**CHECKS**

**WIRES**

**INQUIRIES**

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000

Invoice 222101923



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222101923  
Invoice Date: 12/10/2012  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Page: 5

INVOICE TOTAL DUE USD 65,920.48

PAYMENT DUE 1/9/2013

Please remit to the address below:

**CHECKS**

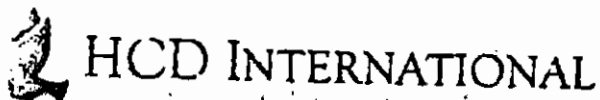
**WIRES**

**INQUIRIES**

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code:

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000



4390 Parliament Plac. Suite A  
Lanham, MD 20706

January 3, 2013

**Monthly Billing Report**  
**Rebranding and Website Support Effort**

Dear Holly,

Attached please find an invoice from HCD International for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from December 1<sup>st</sup> through December 31<sup>st</sup> 2012.

The December invoice totals \$1,449.60 in professional services and out-of-pocket costs, and breaks down as follows:

\$ 1,389.20 Marketing Materials (A)  
\$ 60.40 Web Support (B)  
1,449.60

+ **Summary of Activities: December 1, 2012 – December 31, 2012**

Activities performed by HCD International during the period of December 1<sup>st</sup> through December 31<sup>st</sup> include the revision of name signs, the development of revisable name signs, the revision of the Notes and News template, the design of a RFB and Issuance Summaries template, the design of the Communications Connection email template, and the design of new images for the website's homepage.

+ **Marketing Materials Services**

(A) 22222177-001  
(B) 22222177-006

+ **Conference, Event, and Outreach Support**



# HCD INTERNATIONAL

COMMUNICATIONS & TRAINING

4390 Parliament Place, Suite A  
Lanham, MD 20706

No. Attn: [Name] (to this reservation needed).

## + Web Page Support

1. [Description of services provided]

**On behalf of the HCD International team, it's always a pleasure working with you. Please contact me at 301.552.8803 if you have any questions or require additional information regarding this invoice.**

Sincerely,

Jean Drummond

President

REPORT DATE: 01.09.13 11:08  
 PERIOD ENDING: 12/31/12

RCD INTERNATIONAL

CLIENT: EURSON-MARSTELLER  
 CONTRACT NAME: GMR-MARKETING CLIN 001  
 CONTRACT NUMBER: 0001-101  
 DIVISION NUMBER: 1  
 PRJ MGR: ROSCOE TARNOWE

JOB STATUS REPORT  
 LABOR DETAIL BY EMPLOYEE REPORT  
 AS OF 12/31/12  
 (DOLLAR AMOUNTS CALCULATED AS HOURS X BILLING RATE)

CONTRACT VALUE: 152,051.56  
 START DATE: 12/11/12  
 END DATE: 07/07/13  
 JOB TYPE: TELI  
 RATE TYPE: TARGETED

JOB CATEGORY	EMPLOYEE NAME	RATE	CURRENT PERIOD		YEAR - TO - DATE		TOTAL CONTRACT	
			HOURS	DOLLARS	HOURS	DOLLARS	HOURS	DOLLARS
39 DIRECT LABOR								
SS SR SYSTEMS ANALYST	(b)(4),(b)(6)	120.00	11.5	1389.20	11.5	1389.20	11.5	1389.20
			11.5	1389.20	11.5	1389.20	11.5	1389.20
DIRECT LABOR TOTAL			11.5	1389.20	11.5	1389.20	11.5	1389.20
CONSULTANTS TOTAL			0.0	0.00	0.0	0.00	0.0	0.00
CONTRACT TOTAL			11.5	1389.20	11.5	1389.20	11.5	1389.20



BILLING #: 000018

PAGE: 01  
BILLING DATE: 01/08/13

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: SHARON BALKAM

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: S001-103

TOTAL CONTRACT: 48,422.66  
CONTRACT NAME: GNMA-WEB PAGE CLIN 003

BILL PD FROM: 12/01/12 TO: 12/31/12	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
SR SYSTEMS ANALYST	120.80	0.5	60.40	0.5	60.40
TOTAL LABOR		0.5	60.40	0.5	60.40
TOTAL BILLING			60.40		60.40

BILLING #: 000018

PAGE: 01  
BILLING DATE: 01/08/13

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: SHARON BALKAM

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: 5001-101

TOTAL CONTRACT: 153,051.56  
CONTRACT NAME: GNMA-MARKETING CLIN 001

BILL PD FROM: 12/01/12 TO: 12/31/12	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
SR SYSTEMS ANALYST	120.80	11.5	1,389.20	11.5	1,389.20
TOTAL LABOR		11.5	1,389.20	11.5	1,389.20
TOTAL BILLING			1,389.20		1,389.20

BILLING #: 000018

PAGE: 01  
BILLING DATE: 01/08/13

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: SHARON BALKAM

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: S001

TOTAL CONTRACT: 285,983.86  
CONTRACT NAME: GNMA - CLIN 001

BILL PD FROM: 12/01/12 TO: 12/31/12	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
SR SYSTEMS ANALYST	120.80	12.0	1,449.60	12.0	1,449.60
TOTAL LABOR		12.0	1,449.60	12.0	1,449.60
TOTAL BILLING			1,449.60		1,449.60

REPORT DATE: 01/06/13 11:06  
 PERIOD ENDING: 12/31/12

HCD INTERNATIONAL

CLIENT: BIRSON-MARSTELLER  
 CONTRACT NAME: GMIK-WEB PAGE CLIN 003  
 CONTRACT NUMBER: 9001-103  
 DIVISION NUMBER: 1  
 PROJ IGR: ROSCOE TANNOYE

JOB STATUS REPORT  
 LABOR DETAIL BY EMPLOYEE REPORT  
 AS OF 12/31/12  
 (DOLLAR AMOUNTS CALCULATED AS HOURS X BILLING RATE)

CONTRACT VALUE: 48,422.00  
 START DATE: 12/11/11  
 END DATE: 07/01/13  
 JOB TYPE: T&H  
 RATE TYPE: TARGETED

JOB CATEGORY	EMPLOYEE NAME	RATE	CURRENT PERIOD		YEAR - TO - DATE		TOTAL CONTRACT	
			HOURS	DOLLARS	HOURS	DOLLARS	HOURS	DOLLARS
39 DIRECT LABOR	(b)(4),(b)(6)	120.00	0.5	60.40	0.5	60.40	0.5	60.40
SS OR SYSTEMS ANALYST			0.5	60.40	0.5	60.40	0.5	60.40
DIRECT LABOR TOTAL			0.5	60.40	0.5	60.40	0.5	60.40
CONSULTS/SUB'S TOTAL			0.0	0.00	0.0	0.00	0.0	0.00
CONTRACT TOTAL			0.5	60.40	0.5	60.40	0.5	60.40



Government National Mortgage Association  
Miscellaneous Disbursement Voucher

<b>Payee's Name and Address</b> Burson-Marsteller 1110 Vermont Avenue, NW Suite 1100 Washington DC 20005-35 <b>Vendor #</b> 0000000136	<b>Voucher Number</b> 00006430	<b>Paid Stamp</b>
	<b>Voucher Status</b> Unposted, Unpaid	
	<b>Invoice Date</b> 1/17/2013	
<b>Contract ID:</b> 00000000000000000000000090	<b>Contract #</b> C-OPC-23863	

Description of Purpose for which Voucher is Drawn	Amount																														
POP DECEMBER 2012																															
<b>Voucher Lines</b>																															
<table border="0"> <tr> <td style="width: 30%;"><b>Line Description</b></td> <td style="width: 30%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> </tr> <tr> <td>MKTG MATERIALS SERV</td> <td>ITEM 0102</td> <td>\$</td> <td></td> <td>5,658.38</td> </tr> <tr> <td>MEDIA RELATIONS</td> <td>ITEM 0103</td> <td>\$</td> <td></td> <td>3,026.06</td> </tr> <tr> <td>3RD PARTY OUTREACH</td> <td>ITEM 0105</td> <td>\$</td> <td></td> <td>44,880.04</td> </tr> <tr> <td>WEB PAGE SUPPORT</td> <td>ITEM 0107</td> <td>\$</td> <td></td> <td>424.37</td> </tr> <tr> <td>TRAVEL</td> <td>ITEM 0108</td> <td>\$</td> <td></td> <td>348.13</td> </tr> </table>	<b>Line Description</b>					MKTG MATERIALS SERV	ITEM 0102	\$		5,658.38	MEDIA RELATIONS	ITEM 0103	\$		3,026.06	3RD PARTY OUTREACH	ITEM 0105	\$		44,880.04	WEB PAGE SUPPORT	ITEM 0107	\$		424.37	TRAVEL	ITEM 0108	\$		348.13	
<b>Line Description</b>																															
MKTG MATERIALS SERV	ITEM 0102	\$		5,658.38																											
MEDIA RELATIONS	ITEM 0103	\$		3,026.06																											
3RD PARTY OUTREACH	ITEM 0105	\$		44,880.04																											
WEB PAGE SUPPORT	ITEM 0107	\$		424.37																											
TRAVEL	ITEM 0108	\$		348.13																											

<b>Payment Instructions:</b> Bank Account: 4960 Location: 1 TOP Eligible: Y Withholding: Y TIN #: 13-1493710 Payment Method: EFT Vendor Bank: Wells Fargo Bank ABA #: (b)(4) Account #:	<b>Miscellaneous Information:</b> Ref Invoice #: INVOICE # 222102801	<b>Return to O/Fin By:</b> <table border="1"> <tr> <td>1</td> <td>28</td> <td>13</td> </tr> </table> <b>Scheduled Pay Date:</b> 2/1/2013 <b>Sent to O/T:</b>	1	28	13
1	28	13			
<b>Payment Comments:</b> ATTN: HOLLY SITZMANN/ INVOICE #222102801/ TIN 131493710					

<b>SPS:</b>	<b>Schedule#:</b>	<b>Voucher Examined by:</b> <i>H. Smith</i> 1-22-13
-------------	-------------------	--

<b>Prepared by:</b> <i>Clare Echenman</i>	<b>Date:</b> 1/18/13	<b>Total:</b> \$ 54,336.98
---	----------------------	----------------------------

<b>Approved by: (Administrative Official)</b> <i>[Signature]</i> 1-25-13 <b>Date:</b>	<b>Certified Correct &amp; Proper for Payment: (Authorized Certifying Officer)</b> <b>Date:</b>
---	--

Fund	Account	Program	Portfolio	Act-Type	Entry Event	Trans Part	Trdg Part	Debit	Credit
---	2110220	---	---		---	---	---		54,336.98
1	6100228				22D	X		5,658.38	
1	6100228				22D	X		3,026.06	
1	6100228				22D	X		44,880.04	
1	6100228				22D	X		424.37	
1	6100228				22D	X		348.13	



Burson-Marsteller

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

January 17, 2013

Terry Carr  
Director, Communications and Congressional Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from December 1, 2012 through December 31, 2012.

The December invoice totals \$54,336.98 in professional services and out-of-pocket costs, and breaks down as follows:

- \$44,880.04 for Third Party Outreach / Conferences, Events & Outreach Support
- \$5,658.38 for Marketing Materials Services
- \$3,026.06 for Media Relations & Clips Services
- \$424.37 for Web Page Support
- \$348.13 for Travel

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0101	46,000.00	-	-	46,000.00	-
CLIN 0102	154,208.00	5,658.38	10,474.05	143,733.95	6.79%
CLIN 0103	455,648.00	3,026.06	449,797.36	5,850.64	98.72%
CLIN 0105	212,413.00	44,880.04	45,492.66	166,920.34	21.42%
CLIN 0106	69,735.00	-	580.41	69,154.59	0.83%
CLIN 0107	48,788.00	424.37	8,810.12	39,977.88	18.06%
CLIN 0108	9,000.00	348.13	348.13	8,651.87	3.87%
<b>Contracting Billing Totals</b>	<b>995,792.00</b>	<b>54,336.98</b>	<b>515,502.73</b>	<b>480,289.27</b>	<b>61.77%</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

**Summary of Activities: December 1, 2012 through December 31, 2012**

In December, Burson-Marsteller (B-M) delivered on a number of key communications initiatives on behalf of Ginnie Mae. These included developing a new message house based on Ginnie Mae's three key objectives for 2013; developing Ted Tozer's cover letter for the annual report and providing guidance on its distribution to stakeholders; providing guidance on the development of a PowerPoint presentation on Ginnie Mae's Transformation Initiative for 2013; developing transition messaging that signals a possible change in Issuer minimum requirements; updating articles and blog posts bylined by Mary Kinney; executing the development of collateral materials related to Ginnie Mae's rebranding initiative; and providing ongoing strategic counsel for planning and executing against high-priority projects.

In addition, B-M completed numerous baseline activities throughout the month, including developing *HUD Happenings* and *In-House* articles; coordinating and drafting the January Stakeholder Letter; developing presentation materials and PowerPoint slides for senior leadership; and delivering daily media monitoring reports to Ginnie Mae staff.

### Conferences, Event & Outreach Support

- Participated in weekly conference calls with Ginnie Mae communications team.
- Revised and finalized the December Stakeholder Letter on Ginnie Mae's FY 2012 financials and submitted to Ginnie Mae on 12/4/12 and 12/5/12. The final version was sent to the full Ginnie Mae stakeholder outreach list on 12/6/12.
- Developed a new message house and standard messaging document, based on the previous message house, and submitted to Ginnie Mae on 12/4/12. Revisions were made during the week of 12/24/12.
- Developed *HUD Happenings* and *In-House*s throughout the month of December. Specific articles included:
  - Drafted a *HUD Happenings* on Ted Tozer's presentation at the iGlobal Summit event in New York and submitted to Ginnie Mae on 12/5/12. Revisions were made on 12/6/12.
  - Drafted an *In-House* on Greg Keith's presentation on Basel III and submitted to Ginnie Mae on 12/13/12.
- Continued to coordinate initiatives for promoting Mary Kinney throughout the month of December. Specific actions included:
  - Reviewed and sent Ginnie Mae the *Mortgage Banking Magazine* (MBM) editor's revised version of Mary Kinney's article as well as the copyright agreement form on 12/6/12 and 12/7/12. Both the approved article and signed copyright agreement form were submitted to MBM on 12/10/12. The article was featured in MBM's January 2013 issue.
  - Updated Mary Kinney's blog post to leverage the New Year as a hook and submitted to Ginnie Mae on 12/14/12.
  - Developed a list of target outlets for both an executive profile on Mary Kinney as well as to pitch a staffing/growth angle story, and submitted both lists to Ginnie Mae on 12/19/12.
  - Developed an additional list of target outlets for Mary Kinney's updated blog post and submitted to Ginnie Mae on 12/20/12.
- Assisted Ginnie Mae and leadership with the development of the Transformational Initiative throughout the month of December. Specific actions included:
  - Participated in a conference call with leadership on 12/7/12.
  - Developed a PowerPoint presentation based on the key items in the Transformational Initiative and submitted to Ginnie Mae on 12/20/12.
- Coordinated with CISION regarding its services during the weeks of 12/10/12 and 12/17/12.
- Drafted a memo on transition messaging for a number of key issues and submitted to Ginnie Mae on 12/11/12.
- Revised and updated Ted Tozer's bio for the Ginnie Mae website, and submitted to Ginnie Mae on 12/11/12.
- Supported Ginnie Mae in developing supplemental materials and coordinating the distribution of its Annual Report for 2012 throughout the month of December. Specific actions included:
  - Drafted Ted Tozer's cover letter for the Annual Report and submitted to Ginnie Mae on 12/19/12. Revisions were made on 12/27/12.
  - Coordinated with Ginnie Mae in updating the distribution list and mailing addresses for all key stakeholders during the weeks of 12/10/12, 12/17/12 and 12/24/12.
- Provided counsel to Ginnie Mae regarding a potential "best places to work" story on 12/18/12 and 12/19/12.
- Developed the January Stakeholder Letter – a recap of FY 2012 – and submitted to Ginnie Mae on 12/20/12. Revisions were made on 12/28/12.

### Marketing Materials Services

- Coordinated with HCDI throughout the month of December on materials for Ginnie Mae's rebranding initiative including:
  - Continued to produce the new name plate inserts, using the new Ginnie Mae logo, for all employees during the week of 12/3/12.



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
 451 SEVENTH STREET, S.W.  
 ROOM B-133  
 PC PHASE 3 SL  
 WASHINGTON DC 20410

Invoice No: 222102801  
 Invoice Date: 1/16/2013  
 Client No: 22210164  
 Project No: 22222177  
 Client PO Ref:

Attn: TERRY CARR

Page: 2

22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv. To 5,658.38

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations

Professional Services:

rounding adjustment

-1.00      0.03      -0.03

Associate:

Kathryn Steele

0.25      137.83      34.46

Client Staff Assistant:

(b)(4),(b)(6)

30.00      73.22      2,196.63  
 2,231.06

Professional Services Total

Out of Pocket Expenses:

Cision

Out of Pocket Expenses Total

795.00  
 795.00

3,026.06

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations Total

Please remit to the address below:

CHECKS

WIRES

INQUIRIES

Burson-Marsteller  
 PO Box 101880  
 Atlanta, GA 30392-1880

Bank: Wells Fargo  
 Account Name: Burson-Marsteller  
 Routing No: (b)(4)  
 Account No:  
 Swift Code

Burson-Marsteller US  
 230 Park Avenue South  
 New York NY 10003-1528  
 (212) 614 4000



Invoice 222102801



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222102801  
Invoice Date: 1/16/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Page: 3

22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach

Professional Services: rounding adjustment	-2.00	0.09	-0.18
Managing Director: Mary Crawford	3.75	340.28	1,276.05
Anthony Telloni	0.50	340.28	170.14
Director: Holly Sitzmann	76.25	271.36	20,691.20
Senior Associate: Kelly Cross	81.75	180.91	14,789.51
Associate: Meghan Curtiss	0.50	137.83	68.92
Margaret Easterlin	19.25	137.83	2,653.26
Kathryn Steele	32.75	137.83	4,513.96
Client Executive: Stacy Merrick	4.75	116.30	552.43
Client Staff Assistant: (b)(4),(b)(6)	2.25	73.22	164.75
<b>Professional Services Total</b>			<b>44,880.04</b>

22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach Tot

44,880.04

Please remit to the address below:

CHECKS

WIRE

INQUIRIES

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code:

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000

Invoice 222102801



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222102801  
Invoice Date: 1/16/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Page: 4

22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support

Professional Services:

rounding adjustment	-1.00	0.02	-0.02
Senior Associate: Kelly Cross	1.25	180.91	226.15
Associate: Margaret Easterlin	1.00	137.83	<u>137.84</u>
Professional Services Total			<u>363.97</u>

Out of Pocket Expenses:

HCD Int'l			<u>60.40</u>
Out of Pocket Expenses Total			<u>60.40</u>
			<u>424.37</u>

22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support Tot

22222177-007 Option Year 1 (7/7/12-7/6/13) / Travel

Please remit to the address below:

CHECKS

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

WIRES

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code:

INQUIRIES

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000

Invoice 222102801



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222102801  
Invoice Date: 1/16/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn: TERRY CARR

Page: 5

Out of Pocket Expenses:	
Taxi/Car Service	32.90
Train	290.00
Meals	25.23
Out of Pocket Expenses Total	<u>348.13</u>
	<u>348.13</u>
22222177-007 Option Year 1 (7/7/12-7/6/13) / Travel Total	

INVOICE TOTAL DUE  
PAYMENT DUE

USD 54,336.98  
2/15/2013

Please remit to the address below:

CHECKS

WIRES

INQUIRIES

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT 22222177 - Option Year 1 (7/7/12-7/6/13) 22222177-001 - Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv. Currency USD

Time

Entry Date	Emp. No.	Employee	Level	Task	Entry Text	Cratf. Hrs	Open Bill Hrs	B Rate	Unbilled / Unmatched
12/3/12	2221677	(b)(4),(b)(6)	DTR	CBILL	Admin for SOW of HCDI Option Year 1		0.50	271.36	135.68
12/3/12	2221560		ASC	CBILL	coord on branding call		0.75	137.83	103.37
12/3/12	2221617		SAS	CBILL	rebranding initiatives		0.50	180.92	90.46
12/3/12	2221466		ASC	CBILL	Nameplate revisions. Email Select Printing and correspond with Adrian about changes.		1.00	137.83	137.83
12/4/12	2221677		DTR	CBILL	Branding discussion re: trademarking		0.50	271.36	135.68
12/4/12	2221560		ASC	CBILL	coord on branding call		0.25	137.84	34.46
12/4/12	2221617		SAS	CBILL	branding guidance re: tagline		1.00	180.91	180.91
12/4/12	2221466		ASC	CBILL	Revising/QC check of nameplates.		0.50	137.84	68.92
12/5/12	2221677		DTR	CBILL	Counsel re: Nameplate inserts		0.25	271.36	67.84
12/5/12	2221560		ASC	CBILL	coord on branding call; new logo PPT		1.25	137.83	172.29
12/6/12	2221677		DTR	CBILL	Tagline discussion with Branding, GNMA - Prep and Meeting; Reworded stakeholder letter template; News & Notes template discussion		2.00	271.36	542.72
12/6/12	2221560		ASC	CBILL	coord on branding call; branding call; news and notes coord		1.50	137.83	206.75
12/6/12	2221617		SAS	CBILL	rebranding call w/ client; review N&N template		1.25	180.91	236.14
12/6/12	2221466		ASC	CBILL	Review Notes & News template		0.50	137.84	68.92
12/7/12	2221617		SAS	CBILL	N&N template		0.50	180.92	90.46
12/10/12	2221617		SAS	CBILL	N&N template		0.50	180.92	90.46
12/11/12	2221560		ASC	CBILL	coord w GM and HCDI on issuance/RPB chart templates; checking charts, etc.		2.00	137.83	275.66
12/11/12	2221617		SAS	CBILL	Newsletter and other templates		0.50	180.92	90.46
12/12/12	2221560		ASC	CBILL	coord w GM and HCDI on issuance/RPB chart templates		0.50	137.84	68.92
12/12/12	2221617		SAS	CBILL	Newsletter and other templates		0.25	180.92	45.23
12/14/12	2221677		DTR	CBILL	Reviewed Communications Connection template; provided inputs		0.25	271.36	67.84
12/14/12	2221617	SAS	CBILL	Newsletter template		0.50	180.92	90.46	
12/17/12	2221560	ASC	CBILL	coord w HCDI and GM on Communications Connections formats		2.00	137.83	275.66	
12/17/12	2221617	SAS	CBILL	Newsletter template		1.00	180.91	180.91	
12/19/12	2221677	DTR	CBILL	Discussion and review of Communications Connection template		0.50	271.36	135.68	
12/19/12	2221560	ASC	CBILL	Communications Connection templates; edits		0.25	137.84	34.46	
12/21/12	2221560	ASC	CBILL	Word and Email versions of Commr Connection templates; Coord on Marketing Materials Edits; Marketing materials edits		1.50	137.83	482.41	
12/21/12	2221617	SAS	CBILL	Correspondence re: Marketing Materials		0.25	180.92	45.23	
1/10/13	2229932	Write up/down employee WDC Public Affairs -	FEEDW		rounding adjustment	(1.00)	0.06	(0.06)	
Total Time for 22222177-001							23.25	178.31	4,145.75

Cost

Date	Task	Description	Vendor/Employee	Trans No.	Entry Text	PO No.	Actual	Unbilled / Unmatched
11/30/2012	R00002	Reclass - Photocopies Color		222407105	Reclass - Photocopies Color		83.50	83.50
12/24/2012	E00089	Carrier	TRANS TIME EXPRESS	222502740	Courier		22.30	22.30
12/31/2012	580P	Scheduled Bill Out of Pockets		222408755	Industrial Funding Fee		17.63	17.63
1/3/2013	580P	Scheduled Bill Out of Pockets		222112930	HCDI December 2012 Invoice		1,309.20	1,309.20
Total Cost for 22222177-001							1,512.93	1,512.83
Total for Project 22222177-001								8,658.38

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT 22222177 - Option Year 1 (7/7/12-7/6/13) 22222177-002 - Option Year 1 (7/7/12-7/6/13) / Media Relations Currency USD

Time	Entry Date	Emp. No.	Employee	Level	Task	Entry Text	Cost/Hrs	Open BRT Hrs	E Rate	Unbilled/Unmatched	
	12/3/12	2221663	(b)(4),(b)(6)	CSA	CBILL	media clips		1.75	73.22	128.14	
	12/4/12	2221663 Emily Botton		CSA	CBILL	media		2.00	73.22	146.44	
	12/5/12	2221663		CSA	CBILL	media clips		1.75	73.22	128.14	
	12/5/12	2221560		ASC	CBILL	media monitoring		0.25	137.84	34.46	
	12/6/12	2221663		CSA	CBILL	media clips			2.00	73.22	146.44
	12/7/12	2221663		CSA	CBILL	media clips			1.50	73.22	109.83
	12/10/12	2221663		CSA	CBILL	Media Clips			1.25	73.22	91.53
	12/11/12	2221663		CSA	CBILL	Media Clips			1.50	73.22	109.83
	12/12/12	2221663		CSA	CBILL	Media Clips			1.50	73.22	109.83
	12/13/12	2221663		CSA	CBILL	Media Clips			1.50	73.22	109.83
	12/13/12	2221663		CSA	CBILL	Media Clips			2.00	73.22	146.44
	12/14/12	2221663		CSA	CBILL	Media Clips			2.00	73.22	146.44
	12/14/12	2221663		CSA	CBILL	Media clips			1.75	73.22	128.14
	12/17/12	2221663		CSA	CBILL	Media clips			2.50	73.22	183.05
	12/18/12	2221663		CSA	CBILL	Media clips; internal meeting			1.50	73.22	109.83
	12/19/12	2221663		CSA	CBILL	media clips			1.25	73.22	91.53
	12/20/12	2221663		CSA	CBILL	media clips			2.00	73.22	146.44
	12/21/12	2221663		CSA	CBILL	media clips			1.25	73.22	91.53
	12/26/12	2221663		CSA	CBILL	media clips			1.00	73.22	73.22
	12/27/12	2221663		CSA	CBILL	media clips			(1.00)	0.11	(0.03)
	12/28/12	2221663			FEEDW rounding adjustment						
	1/10/13	2229932						77.25	143.87	2,231.08	

Total Time for 22222177-002

Cost

Date	Task	Description	Vendor/Employee	Trans No.	Entry Text
12/31/2012	SBOP	Scheduled BRT Out of Pockets		222112930	CISION Inv# STX196249

Total Cost for 22222177-002

Total for Project 22222177-002

PO No.	Actual	Unbilled/Unmatched
	795.00	795.00
	795.00	783.00
		1,028.08

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT 22222177 - Option Year 1 (7/7/12-7/6/13) 22222177-004 - Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach Currency USD

Holly Sitzmann

Time	Entry Date	Emp. No.	Employee	Level	Task	Entry Text	Credit Hrs	Open Bill Hrs	E Rate	Unbilled/Unmatched
	12/3/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Account Management & Strategic Counsel; Message House and Supplemental Doc Support Development		3.50	271.36	949.76
	12/3/12	2221560	(b)(4),(b)(6)	ASC	CBILL	drafting and editing weekly deliverables; message house and messaging document		3.00	137.83	413.49
	12/3/12	2221560	(b)(4),(b)(6)	ASC	CBILL	stakeholder letter review		0.50	137.84	66.92
	12/3/12	2221617	(b)(4),(b)(6)	SAS	CBILL	December Stakeholder Letter		2.50	180.91	452.28
	12/3/12	2221617	(b)(4),(b)(6)	SAS	CBILL	weekly deliverables; billing report; review message house		2.50	180.91	452.28
	12/3/12	2221466	(b)(4),(b)(6)	ASC	CBILL	Editing the stakeholder letter. Review message house.		1.00	137.83	137.83
	12/4/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Account Management & Strategic Counsel; Message House and Supplemental Doc Support Development; Weekly meeting and prep		5.00	271.36	1,356.80
	12/4/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Stakeholder Letter Review		0.75	271.36	203.52
	12/4/12	2221560	(b)(4),(b)(6)	ASC	CBILL	Internal meeting; recap notes review		2.00	137.83	275.66
	12/4/12	2221617	(b)(4),(b)(6)	SAS	CBILL	December Stakeholder Letter		1.50	180.91	271.37
	12/4/12	2221617	(b)(4),(b)(6)	SAS	CBILL	weekly client call; review message house		2.00	180.91	361.82
	12/4/12	2221466	(b)(4),(b)(6)	ASC	CBILL	Weekly call		1.00	137.83	137.83
	12/5/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Account Management & Strategic Counsel; Wrote and edited HUD Happenings; Edited Recap Notes		3.50	271.36	949.76
	12/5/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Stakeholder Letter Correspondence, Internal Discussion		0.50	271.36	135.68
	12/5/12	2221560	(b)(4),(b)(6)	ASC	CBILL	editing HUD Happenings; drafting weekly deliverables; updating calendar; follow up with the		2.00	137.83	275.66
	12/5/12	2221560	(b)(4),(b)(6)	ASC	CBILL	stakeholder letter review; annual report pics coord		0.75	137.83	103.37
	12/5/12	2221617	(b)(4),(b)(6)	SAS	CBILL	December Stakeholder Letter		1.00	180.91	180.91
	12/5/12	2221617	(b)(4),(b)(6)	SAS	CBILL	recap notes; HUD Happenings		2.50	180.91	452.28
	12/5/12	2221466	(b)(4),(b)(6)	ASC	CBILL	Recap notes. Revising/sending recap notes.		1.00	137.84	137.84
	12/6/12	2221336	(b)(4),(b)(6)	MDR	CBILL	Tagline discussion		0.50	340.28	170.14
	12/6/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Account Management & Strategic Counsel; Brainstorming for Proactive Outreach; Reworked HUD Happenings; Provided edits for agenda		3.00	271.36	814.08
	12/6/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Worked on Messaging for Issuer Application Process; Tagline Meeting Prep and Discussion		2.25	271.36	610.56
	12/6/12	2221560	(b)(4),(b)(6)	ASC	CBILL	drafting and editing weekly deliverables; editorial calendar		3.00	137.83	413.49
	12/6/12	2221617	(b)(4),(b)(6)	SAS	CBILL	December Stakeholder Letter		0.50	180.92	90.46
	12/6/12	2221617	(b)(4),(b)(6)	SAS	CBILL	weekly deliverables; team mtg re: 2013 edcal		3.00	180.91	542.73
	12/6/12	2221466	(b)(4),(b)(6)	ASC	CBILL	Ed cal meeting. Branding call.		1.50	137.83	206.75
	12/7/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Account Management & Strategic Counsel; Reviewed Weekly Deliverables; Provided edits for billing report		1.50	271.36	407.04
	12/7/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Discussion with T. Carr re: transformational initiative; prep and meeting with leadership team		2.00	271.36	542.72
	12/7/12	2221617	(b)(4),(b)(6)	SAS	CBILL	rollover funds memo; billing report; deliverables & media tracker		4.00	180.91	723.64
	12/10/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Account Management; Weekly Meeting and Team Debrief; Review of Monthly Invoice		2.50	271.36	678.40
	12/10/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Follow-up on transformational initiative discussion		0.50	271.36	135.68
	12/10/12	2221560	(b)(4),(b)(6)	ASC	CBILL	weekly call and messaging tag up		1.00	137.83	137.83
	12/10/12	2221617	(b)(4),(b)(6)	SAS	CBILL	weekly client call; billing report		2.50	180.91	452.28
	12/10/12	2221466	(b)(4),(b)(6)	ASC	CBILL	Call and recap notes.		2.00	137.83	275.66
	12/11/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Account Management; Revised Tozer's bio re: client feedback; Completed memo re: Transition Messaging; Reviewed and Edited Recap Notes		3.00	271.36	814.08
	12/11/12	2221560	(b)(4),(b)(6)	ASC	CBILL	Tozer bio review and edits		0.75	137.83	103.37
	12/11/12	2221617	(b)(4),(b)(6)	SAS	CBILL	recap notes; T.Tozer bio		3.00	180.91	542.73
	12/11/12	2221466	(b)(4),(b)(6)	ASC	CBILL	Revising recap notes. Editing Tozer's bio. Sending final notes.		2.00	137.83	275.66
	12/12/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Account Management; Email Correspondence; Phone conversation with T. Carr re: various issues; Counsel to BM team re: In House		4.25	271.36	1,153.28
	12/12/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Worked on outline for stakeholder letter; began work on evergreen messaging		2.00	271.36	542.72
	12/12/12	2221560	(b)(4),(b)(6)	ASC	CBILL	research, draft and edit annual report cover letter; internal tag up		2.00	137.83	275.66
	12/12/12	2221560	(b)(4),(b)(6)	ASC	CBILL	scheduling, tag up, bio follow up		1.00	137.83	137.83
	12/12/12	2221617	(b)(4),(b)(6)	SAS	CBILL	January Stakeholder Letter		1.00	180.91	180.91
	12/12/12	2221617	(b)(4),(b)(6)	SAS	CBILL	Review news clips; revise blog post; review In-House		2.00	180.91	361.82
	12/12/12	2221466	(b)(4),(b)(6)	ASC	CBILL	In-House		2.00	137.83	275.66
	12/13/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Account Management; Strategic Counsel; edited In House		2.00	271.36	542.72
	12/13/12	2221677	(b)(4),(b)(6)	DIR	CBILL	Continued working on evergreen messaging		1.50	271.36	407.04
	12/13/12	2221560	(b)(4),(b)(6)	ASC	CBILL	agenda, review and edit in house id		2.00	137.83	275.66
	12/13/12	2221560	(b)(4),(b)(6)	ASC	CBILL	review letter		0.75	137.84	34.46
	12/13/12	2221617	(b)(4),(b)(6)	SAS	CBILL	January Stakeholder Letter		1.00	180.91	180.91
	12/13/12	2221466	(b)(4),(b)(6)	ASC	CBILL	Revising In-House.		2.00	137.83	275.66

12/14/12 2221677  
 12/14/12 2221677  
 12/14/12 2221560  
 12/14/12 2221560  
 12/14/12 2221617  
 12/14/12 2221617  
 12/17/12 2221677  
 12/17/12 2221677  
 12/17/12 2221560  
 12/17/12 2221560  
 12/17/12 2221617  
 12/17/12 2221617  
 12/17/12 2221466  
 12/18/12 2221677  
 12/18/12 2221677  
 12/18/12 2221617  
 12/18/12 2221617  
 12/18/12 2221466  
 12/19/12 2221877  
 12/19/12 2221677  
 12/19/12 2221560  
 12/19/12 2221617  
 12/19/12 2221466  
 12/20/12 2221677  
 12/20/12 2221677  
 12/20/12 2221560  
 12/20/12 2221617  
 12/21/12 2221560  
 12/21/12 2221617  
 12/21/12 2221466  
 12/26/12 2221677  
 12/26/12 2221677  
 12/26/12 2221617  
 12/27/12 2221677  
 12/27/12 2221677  
 12/27/12 2221617  
 12/28/12 2221677  
 12/28/12 2221617  
 12/31/12 2221617  
 12/31/12 2221560  
 12/31/12 2221617  
 12/31/12 2221263  
 12/4/12 2221660  
 12/4/12 2221677  
 12/4/12 2221560  
 12/4/12 2221617  
 12/4/12 2221466  
 12/4/12 2221677  
 12/4/12 2221263  
 12/4/12 2221585  
 12/5/12 2221617  
 12/5/12 2221263  
 12/5/12 2221585  
 12/8/12 2221560  
 12/6/12 2221617  
 12/6/12 2221263  
 12/6/12 2221585  
 12/7/12 2221560  
 12/7/12 2221617  
 12/7/12 2221263  
 12/10/12 2221617  
 12/10/12 2221263

(b)(4),(b)(6)

DIR CBILL Account Management  
 DIR CBILL Reformatted transformational initiative deck; worked on messaging for deck  
 ASC CBILL call on annual report; coord w GM and internal re: copy of TT letter in annual report; reviewing report to draftess  
 ASC CBILL draft edit and send weekly deliverables; research, draft and review trans messaging  
 SAS CBILL January Stakeholder Letter  
 SAS CBILL weekly deliverables  
 DIR CBILL Account Management and Strategic Counsel; Weekly Team Meeting and Debrief  
 DIR CBILL Brief discussion re: annual report cover letter  
 ASC CBILL editing Annual Report cover letter  
 ASC CBILL Weekly Call; Internal Meeting; Trans Messaging  
 SAS CBILL January Stakeholder Letter  
 SAS CBILL Weekly client call; review transition messaging  
 ASC CBILL Weekly call/recap notes  
 DIR CBILL Account Management and Strategic Counsel; Reviewed Recap Notes  
 DIR CBILL Stakeholder letter, annual report cover letter  
 SAS CBILL Annual Report cover letter; January Stakeholder Letter  
 SAS CBILL recap notes  
 ASC CBILL Recap notes  
 DIR CBILL Account Management and Strategic Counsel  
 DIR CBILL Provided content and copy edit review of Annual Report Cover Letter; Provided content and copy edit review of Stakeholder Letter; Working on transformational initiative deck  
 ASC CBILL Annual Report mailing list  
 SAS CBILL Annual Report cover letter; January Stakeholder Letter  
 ASC CBILL Editing  
 DIR CBILL Account Management & Strategic Counsel  
 DIR CBILL Final review of stakeholder letter; finalized transformational deck and sent to GMA  
 ASC CBILL Stakeholder Letter Editing  
 SAS CBILL January Stakeholder Letter; Transformational Initiative PPT  
 ASC CBILL editing/revising annual report cover letter  
 SAS CBILL Correspondence re: Stakeholder Letter & Annual Report Cover Letter  
 ASC CBILL Weekly deliverables turnover call w/ KS  
 DIR CBILL Account Management and Strategic Counsel; Reviewed and edited annual report cover letter  
 DIR CBILL Reviewed and made edits for marketing materials  
 SAS CBILL January Stakeholder Letter  
 DIR CBILL Account Management & Strategic Counsel  
 DIR CBILL Worked on evergreen messaging  
 SAS CBILL January Stakeholder Letter  
 DIR CBILL Message House Meeting Prep and Discussion; Began implementing edits to document; Account Management and Strategic Counsel  
 DIR CBILL Provided additional edits/commentary for marketing materials; Transformational Initiative discussion  
 SAS CBILL Client call re: message house  
 SAS CBILL Review message house  
 ASC CBILL Oclon document review  
 SAS CBILL Review news clips  
 MDR CBILL review and analyze coverage  
 CSA CBILL media compile project; call with Oclon  
 DIR CBILL follow up call with Oclon  
 ASC CBILL weekly call; call with Oclon; prep for call with Oclon  
 SAS CBILL Review news clips; call w/ Oclon re: monitoring  
 ASC CBILL Oclon call  
 MDR CBILL review and analyze coverage  
 CEX CBILL GMA Media Analysts  
 SAS CBILL Review news clips; MEM copyright & edits  
 MDR CBILL review and analyze coverage  
 CEX CBILL GMA Media Analysts  
 ASC CBILL media tracker review and edits  
 SAS CBILL Review news clips; MEM copyright and edits  
 MDR CBILL review and analyze coverage  
 CEX CBILL GMA Media Analysts  
 ASC CBILL media tracker review and edits  
 SAS CBILL Review news clips & disco list; MEM copyright and edits  
 MDR CBILL review and analyze coverage  
 SAS CBILL Review news clips; MEM edits & copyright; revise blog intro  
 MDR CBILL Review and analyze coverage

1.50 271.36 407.04  
 5.50 271.36 1,492.48  
 0.75 137.83 103.37  
 4.00 137.83 551.32  
 2.50 180.91 452.28  
 1.00 180.91 180.91  
 2.00 271.36 542.72  
 0.25 271.36 67.84  
 0.75 137.83 103.37  
 1.50 137.83 706.75  
 1.50 180.91 271.37  
 2.50 180.91 452.28  
 1.50 137.83 706.75  
 2.00 271.36 542.72  
 2.50 271.36 678.40  
 1.50 180.91 271.37  
 1.00 180.91 180.91  
 0.75 137.83 103.37  
 2.00 271.36 542.72  
 1.75 271.36 1,017.60  
 0.25 137.84 34.46  
 1.50 180.91 633.19  
 1.50 137.83 206.75  
 1.00 271.36 271.36  
 1.00 271.36 814.08  
 0.50 137.84 68.92  
 1.50 180.91 633.19  
 0.50 137.84 68.92  
 0.75 180.91 135.68  
 1.00 137.84 68.92  
 2.25 271.36 610.56  
 2.00 271.36 542.72  
 3.00 180.91 542.73  
 1.00 271.36 271.36  
 1.00 271.36 271.36  
 3.00 180.91 542.73  
 3.50 271.36 949.76  
 2.25 271.36 610.56  
 3.00 180.91 542.73  
 1.00 180.91 180.91  
 0.50 137.84 68.92  
 0.50 180.92 90.46  
 0.25 340.28 85.07  
 2.25 73.22 164.75  
 0.50 77.13 135.68  
 0.50 137.84 68.92  
 1.00 180.91 180.91  
 0.50 137.84 68.92  
 0.25 340.28 85.07  
 1.00 116.30 116.30  
 0.50 180.92 90.46  
 0.25 340.28 85.07  
 0.75 116.31 87.23  
 0.25 137.83 34.46  
 0.50 180.92 90.46  
 0.25 340.28 85.07  
 3.00 116.30 348.90  
 1.00 137.83 137.83  
 1.00 180.91 180.91  
 0.25 340.28 85.07  
 1.50 180.91 271.37  
 0.25 340.28 85.07

12/11/12 2221617  
 12/11/12 2221263  
 12/12/12 2221560  
 12/12/12 2221617  
 12/12/12 2221466  
 12/12/12 2221263  
 12/13/12 2221677  
 12/13/12 2221560  
 12/13/12 2221617  
 12/13/12 2221263  
 12/14/12 2221677  
 12/14/12 2221560  
 12/14/12 2221617  
 12/14/12 2221466  
 12/14/12 2221263  
 12/14/12 2221454  
 12/17/12 2221677  
 12/17/12 2221617  
 12/17/12 2221263  
 12/18/12 2221517  
 12/18/12 2221263  
 12/19/12 2221677  
 12/19/12 2221560  
 12/19/12 2221617  
 12/19/12 2221263  
 12/20/12 2221560  
 12/20/12 2221617  
 12/20/12 2221263  
 12/21/12 2221263  
 12/25/12 2221617  
 12/27/12 2221617  
 12/28/12 2221617  
 1/10/13 2229972

(b)(4),(b)(6)

SAS CBILL Review news clips; revise blog post  
 MDR CBILL Review and analyze coverage  
 ASC CBILL cision, review and edit MK blog  
 SAS CBILL Review news clips; revise blog post  
 ASC CBILL Editing Mary Kinney's article  
 MDR CBILL Review and analyze coverage  
 DTR CBILL Provided edits to blog post  
 ASC CBILL media tracker, coord w cision and team, review and edit MK blog post  
 SAS CBILL Review news clips; revise blog post  
 MDR CBILL Review and analyze coverage  
 DTR CBILL Provided final review to blog post  
 ASC CBILL review and edit blog post for MK, coord w cision and team  
 SAS CBILL Review news clips; revise blog post; Cision news clips  
 ASC CBILL Reviewing Mary Kinney's blog post.  
 MDR CBILL Review and analyze coverage  
 ASC CBILL Reviewed and edited blog post.  
 DTR CBILL Cision Call  
 SAS CBILL Review news clips; internal Cision clips mtg.  
 MDR CBILL Review and analyze coverage  
 SAS CBILL Review news clips  
 MDR CBILL Review and analyze coverage  
 DTR CBILL Cision Meeting to discuss search terms  
 ASC CBILL Cision Review  
 SAS CBILL Review news clips; Cision clips mtg.; follow up on blog post; recommendations on outlets for M.Kinney exec profile; MSM correspondence  
 MDR CBILL Review and analyze coverage  
 ASC CBILL Cision/THP/Source Media Account Updates  
 SAS CBILL Review news clips; follow up on blog post and new outlet reqs; reqs on outlets for M.Kinney exec profile; MSM correspondence  
 MDR CBILL Review and analyze coverage  
 MDR CBILL Review and analyze coverage  
 SAS CBILL Review news clips  
 SAS CBILL Review news clips  
 SAS CBILL Review news clips; Correspondence re: PDC's blog  
 FEEDW rounding adjustment

1.00	180.91	180.91
0.25	340.28	85.07
0.75	137.83	103.37
2.50	180.91	452.28
1.00	137.83	137.83
0.25	340.28	85.07
0.75	271.36	203.52
0.50	137.84	68.92
3.00	180.91	542.73
0.25	340.28	85.07
0.25	271.36	67.84
1.75	137.83	241.20
2.00	180.91	361.82
1.00	137.83	137.83
0.25	340.28	85.07
0.50	137.84	68.92
1.00	271.36	271.36
0.50	180.91	90.46
0.25	340.28	85.07
0.50	180.92	90.46
0.25	340.28	85.07
0.50	271.36	135.68
0.75	137.83	103.37
5.00	180.91	904.55
0.25	340.28	85.07
0.25	137.84	34.46
4.00	180.91	723.64
0.25	340.28	85.07
0.25	340.28	85.07
0.50	180.92	90.46
0.50	180.92	90.46
0.50	180.92	90.46
(1.00)	0.18	(0.18)
220.75	205.01	44,880.04

Total Time for 22222177-004

Total for Project 22222177-004

44,880.04



UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT 22222177 - Option Year 1 (7/7/12-7/6/13) 22222177-006 - Option Year 1 (7/7/12-7/6/13) / Web Page Support Currency USD

Time

Entry Date	Emp.No.	Employee	Level	Task	Entry Text	Open B/F	Unbilled/Unmatched
12/5/12	2221617	Kelly Cross	SAS	CBLL	Issuance summary		
12/5/12	2221466	Margaret Easterlin	ASC	CBLL	Recap notes. Revising/sending recap notes. November Issuance.	0.50	90.46
12/14/12	2221617	Kelly Cross	SAS	CBLL	November RPB Summary	0.50	68.92
12/14/12	2221466	Margaret Easterlin	ASC	CBLL	Reviewing Mary Kinney's blog post. RPB.	0.50	90.46
12/18/12	2221617	Kelly Cross	SAS	CBLL	Review correspondence re: single-family web content	0.25	68.92
1/10/13	2229932	Write up/down employee WDC Public Affairs		FEEDW	rounding adjustment	(1.00)	45.23
Total Time for 22222177-006						1.25	363.97

Cost

Date	Task	Description	Vendor / Employee	Trans No.	Entry Text	PO No.	Actual	Unbilled/Unmatched
1/3/2013	SBOP	Scheduled BR Out of Podnets		222112930	HCDI December 2012 Invoice		60.40	60.40
Total Cost for 22222177-006							60.40	60.40
Total for Project 22222177-006						Holly Sitzmann		424.37

Cost

11/27/2012	E00026	Train	Holly Sitzmann	22251196	Desc: Train to and from NYC From: DC To: NYC		266.00	266.00
11/28/2012	E00118	Meals	Holly Sitzmann	22251196	Desc: Lunch No: 1 Who: Holly Sitzmann		25.23	25.23
11/28/2012	E00024	Taxi/Cab Service	Holly Sitzmann	22251196	Desc: Cab Ride From: Penn Station To: The Pierre		17.90	17.90
11/28/2012	E00026	Train	Holly Sitzmann	22251196	Desc: Change Fee From: NYC To: DC		24.00	24.00
11/28/2012	SBOP	Scheduled BR Out of Podnets		222112932	Cab ride From: The Pierre To: Penn Station		15.00	15.00
Total Cost for 22222177-007							348.13	348.13
Total for Project 22222177-007								348.13

Report Total in Base Currency

34,336.68

Color Printing Log - November 2012

**\$ 83.50**

Date	Requestor	Billing Number	Details	# of copies	# of orig. pages	Total # of prints	Negotiated Price per click	Total Price
11/20/2012	(b)(4),(b)(6)	22222177-001	Rollout Plan	6	2	12.00	\$ 0.50	\$ 6.00
11/26/2012		22222177-001	Nameplate Estimate Request	1	14	14.00	\$ 0.50	\$ 7.00
11/29/2012		22222177-001	GNMA namesigns	1	4	4.00	\$ 0.50	\$ 2.00
11/29/2012		22222177-001	GNMA namesigns	1	125	125.00	\$ 0.50	\$ 62.50
11/29/2012		22222177-001	GNMA namesigns	1	12	12.00	\$ 0.50	\$ 6.00

*Handwritten mark*



# INVOICE

Invoice Date	12/31/2012
Invoice Number	STX198249
Contract	54773

Contact us with questions  
 Cision Client Services  
 monitoring.us@cision.com  
 800.252.1427

**Bill To:** Burson-Marsteller - Washington DC  
 Attn: Kathryn Steele  
 1110 Vermont Ave NW  
 Suite 1100  
 WASHINGTON, DC 20005  
 USA

**Ship To:** Burson-Marsteller - Washington DC  
 Attn: Kathryn Steele  
 1110 Vermont Ave NW  
 Suite 1100  
 WASHINGTON, DC 20005  
 USA

Customer No.	PO Number	Salesperson	Payment Terms
BURSO0006		Erica Lamb	NET30

Service Description	Quantity	Unit Price	Amount Due
eNews Web - North American websites - Tier 3 (562-80*)	1	275.00	275.00
eNews North America Premium - Lexis Nexis Print Publications (Unlimited) (562-00*)	1	475.00	475.00
CisionPoint Monitoring Portal - Professional Edition (562-A0*)	1	0.00	0.00

Thank you for your business!

**Comments:**

To ensure proper credit, please include invoice number with your payment

Contract:	54773
Invoice Number:	STX198249
Date:	12/31/2012
Subtotal:	750.00
Tax:	45.00
Bill Total:	795.00
<b>Amount Due:</b>	<b>795.00</b>

<b>Remit to:</b> Cision US Inc. PO Box 842869 Boston, MA 02284-2869 Phone: 800-621-0561 Fax: 312-922-0852	Please DO NOT send cash or include correspondence. Make checks payable to: Cision US Inc.	<b>Enter Credit Card Information:</b> Type: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Amax <input type="checkbox"/> Discover Credit Card #: _____ Expiration Date: ____ Month ____ Year Signature: _____
--	---	---



# Expense Sheet 22251196



Burson-Marsteller

Employee: Holly Sitzmann ( 2221877 )  
Title: Ginnie Mae Expenses  
Note To Approver:

Submitted: Yes  
Submitted By: Holly Sitzmann  
Date Submitted: 12/05/2012  
Approved: No  
Approved By:  
Date Approved:

Receipt No.	Date	Client Name	Project No.	Project Name	Task Name	Description	Total Expenses	Con.	Each. Rate	USD Total
1	10/06/2012	UNITED STATES DEPT O	2222177-007	Option Year 1 (7/7/12-7/6/1)	Train	Desc: Train to and from NYC From: DC To: NYC	268.00	USD	1.00	268.00
2	11/26/2012	UNITED STATES DEPT O	2222177-007	Option Year 1 (7/7/12-7/6/1)	Train	Desc: Change Fee From: NYC To: DC	24.00	USD	1.00	24.00
3	11/26/2012	UNITED STATES DEPT O	2222177-007	Option Year 1 (7/7/12-7/6/1)	Taxi/Car Service	Desc: Cab Ride From: Penn Station To: The Pierre	17.00	USD	1.00	17.00
4	11/26/2012	UNITED STATES DEPT O	2222177-007	Option Year 1 (7/7/12-7/6/1)	Taxi/Car Service	Desc: Cab Ride From: The Pierre To: Penn Station	15.00	USD	1.00	15.00
5	11/26/2012	UNITED STATES DEPT O	2222177-007	Option Year 1 (7/7/12-7/6/1)	Meals	Desc: Lunch No: 1 With: Holly Sitzmann	25.23	USD	1.00	25.23

Grand Total USD 348.17

Date: 12/5/12 Employee's Signature: *Holly Sitzmann*

I confirm that I understand WPP's policy on bribery. I further confirm that none of the items claimed on this expense report submission are in breach of legislation prohibiting any payments or gifts or hospitality to any member of Congress or WPP's policies.

**Sitzmann, Holly**

**From:** tickets@amtrak.com  
**Sent:** Sunday, November 25, 2012 1:11 PM  
**To:** (b)(6)  
**Subject:** Amtrak Reservation Confirmation - THIS IS NOT A TICKET



**THIS IS NOT A TICKET**

Your receipt, with an eTicket attached as a PDF, has been emailed to: [holly.sitzmann@bm.com](mailto:holly.sitzmann@bm.com), [hcsitzmann@gmail.com](mailto:hcsitzmann@gmail.com)

Print your eTicket prior to travel and present it to the conductor onboard. If you lose it, just print it again. If you change your reservation, reprint your eTicket yourself or obtain a new eTicket at Quik-Trak or from a station ticket agent (if either are available). If your travel plans change, call us before departure to modify your reservation. If you have not done this and do not board your train, your entire reservation will be canceled; the money paid for the trip will be stored in an eVoucher that you may redeem at an Amtrak station ticket office for future travel.

Enjoy the journey.

## Reservation Number - 52319D

①



**Washington, DC - Union Station to New York, NY - Penn Station (Round-Trip)**  
**Wednesday, November 28, 2012**

**Passenger(s)** (b)(6)  
Delay Alert will be sent to (b)(6)



- To change your travel plans online you will need your reservation number. Not all reservations are eligible for online modifications. Cancellation and/or refund fees may apply.
- Changes to your itinerary may affect your fare.
- We recommend arriving at the station at least 30 minutes prior to your departure. Allow additional time if you need help with baggage, tickets or other services.



PRESENT THIS DOCUMENT FOR TRAVEL

RESERVATION NUMBER 52319D

RES# 52319D-25NOV12

WAS > NYP Round-Trip  
WASHINGTON, DC NEW YORK PENN, NY NOVEMBER 28, 2012

Depart

TRAIN	ACELA EXPRESS	WASHINGTON - NEW YORK (PENN STATION)	DEPARTS	ARRIVES (Wed Nov 28)
2150	Nov 28, 2012	1 Acela Express Business Cl Seat	5:00 AM	7:42 AM

Return

TRAIN	NORTHEAST REGIONAL	NEW YORK (PENN STATION) - WASHINGTON	DEPARTS	ARRIVES (Thu Nov 29)
125	Nov 29, 2012	1 Reserved Coach Seat	11:35 AM	2:59 PM

PASSENGERS (1)

AMTRAK GUEST REWARDS

(b)(6) ADULT n/a

Proper identification is required for all passengers. This document is valid for only passengers listed. See www.amtrak.com/ID for details.

## IMPORTANT INFORMATION

- **Reserved Service:** Your eTicket is only valid for the services listed. If your travel plans change, call us before departure to change your reservation. If you do not board your train, your entire reservation from that point will be canceled, and some or all of the money paid will transfer to an eVoucher. If you board a different train without notifying us, you will have to pay for it separately; the conductor cannot apply the money paid for your prior reservation. Refund restrictions and penalties for failure to cancel may apply.
  - **Unreserved Service (Capitol Corridor, Pacific Surfliner, Hiawatha, Keystone between Harrisburg and Philadelphia):** eTickets for coach seats on unreserved trains may be used on any unreserved train on the same route within one year of purchase, unless restricted by the fare paid. Pacific Surfliner and Keystone trains require reservations during Thanksgiving.
  - Your latest eTicket shows the services you have reserved. If you changed your reservation but did not reprint the eTicket, it will not reflect your current itinerary. At some stations, a gate agent may need to view your current itinerary. You can obtain an updated copy of your eTicket at Quick-Trak or a ticket office, or you can reprint it at home.
  - To change your travel plans or for any other matter, call Amtrak at 1-800-USA-RAIL.
  - Check the departure board or ask an Amtrak employee where to board your train.
  - Carry-on baggage limited to 2 pieces per passenger, 28x22x14" / 50lbs per piece. See [Amtrak.com/baggage](http://Amtrak.com/baggage) for more information.
  - Smoking is prohibited on all Amtrak services except for a designated area on Auto Train.
- **ACELA EXPRESS SERVICE, NO PARTIAL REFUND IF USED ON OTHER SERVICE.**



PRESENT THIS DOCUMENT FOR TRAVEL

RES# 52319D-25NOV12

RESERVATION NUMBER 52319D

NYP  
NEW YORK PENN, NY



WAS  
WASHINGTON, DC

One-Way  
NOVEMBER 28, 2012

TRAIN	NORTHEAST REGIONAL	NEW YORK (PENN STATION) - WASHINGTON 1 Reserved Coach Seat	DEPARTS	ARRIVES (Wed Nov 28)
173	Nov 28, 2012		3:35 PM	6:47 PM

PASSENGERS (1)

AMTRAK GUEST REWARDS

(b)(6)

ADULT

n/a

Proper identification is required for all passengers. This document is valid for only passengers listed. See [www.amtrak.com/ID](http://www.amtrak.com/ID) for details.

IMPORTANT INFORMATION

- **Reserved Service:** Your eTicket is only valid for the services listed. If your travel plans change, call us before departure to change your reservation. If you do not board your train, your entire reservation from that point will be canceled; and some or all of the money paid will transfer to an eVoucher. If you board a different train without notifying us, you will have to pay for it separately; the conductor cannot apply the money paid for your prior reservation. Refund restrictions and penalties for failure to cancel may apply.
- **Unreserved Service (Capitol Corridor, Pacific Surfliner, Hiawatha, Keystone between Harrisburg and Philadelphia):** eTickets for coach seats on unreserved trains may be used on any unreserved train on the same route within one year of purchase, unless restricted by the fare paid. Pacific Surfliner and Keystone trains require reservations during Thanksgiving.
- Your latest eTicket shows the services you have reserved. If you changed your reservation but did not reprint the eTicket, it will not reflect your current itinerary. At some stations, a gate agent may need to view your current itinerary. You can obtain an updated copy of your eTicket at Quik-Trak or a ticket office, or you can reprint it at home.
- To change your travel plans or for any other matter, call Amtrak at 1-800-USA-RAIL.
- Check the departure board or ask an Amtrak employee where to board your train.
- Carry-on baggage limited to 2 pieces per passenger, 28x22x14" / 50lbs per piece. See [Amtrak.com/baggage](http://Amtrak.com/baggage) for more information.
- Smoking is prohibited on all Amtrak services except for a designated area on Auto Train.



**Sitzmann, Holly**

**From:** eTickets@amtrak.com  
**Sent:** Wednesday, November 28, 2012 10:13 AM  
**To:** (b)(6)  
**Subject:** Amtrak eTicket for Your Upcoming Trip  
**Attachments:** HOLLY\_SITZMANN\_BM\_COM\_201211281012233971.pdf

**SALES RECEIPT - NOT VALID FOR TRAVEL**

Purchased: 11/25/2012 10:10 AM Modified: 11/28/2012 7:12 AM Retain for your records.  
Merchant ID: 0707160 Massachusetts Avenue Washington, DC 20002800-USA-RAIL Amtrak.com

**Reservation Number - 52319D NEW YORK PENN, NY - WASHINGTON, DC**  
**(One-Way) NOVEMBER 25, 2012**  
Billing Information

(b)(6)	
American Express ending in 1000 (Purchase) Authorization Code 288155	(2)
	\$24
	Total
	\$24.00

## Change Summary

<b>Original Amount Paid</b>	<b>\$266.00</b>
<b>Travel Amount Used</b>	<b>(\$149.00)</b>
	<b>Subtotal</b>
	<b>\$117.00</b>
<hr/>	
Revised Trip Details <b>Train 173: NEW YORK (PENN STATION), NY - WASHINGTON, DC</b> Depart 3:35 PM, Wednesday, November 28, 2012 1 RESERVED COACH SEAT	
	<b>\$141.00</b>
	<b>Subtotal</b>
	<b>\$141.00</b>
	<b>Revised Fare</b>
	<b>\$141.00</b>
	<b>Total</b>
	<b>\$258.00</b>

## Important Information

- We recommend that you arrive at the station at least 30 minutes prior to your scheduled departure. Allow additional time if you need help with baggage or tickets.
- If you are traveling on the Auto Train you must check in at least two hours before scheduled departure.

- All Amtrak trains except the Auto Train are non-smoking.
- Valid photo ID required. Learn more at [www.amtrak.com/ID](http://www.amtrak.com/ID).
- For baggage policy information, visit [www.amtrak.com/baggage](http://www.amtrak.com/baggage).
- Tickets are non-transferrable.
- Changes to your itinerary may affect your fare.
- Refund restrictions or penalties may apply. Review the refund/exchange policy at [www.amtrak.com/refundexchange](http://www.amtrak.com/refundexchange).
- Summary of Conditions of Contract: Ticket valid for carriage or refund for twelve months after date of issue unless otherwise specified. Ticket is a contract of carriage between Amtrak and the ticket holder which is subject to specific terms and conditions. These terms and conditions are available for inspection at Amtrak ticket counters or on the Amtrak website at [www.amtrak.com/conditionsofcontract](http://www.amtrak.com/conditionsofcontract), or may be requested by calling 1-800-USA-RAIL. Tickets sold for non-Amtrak service are subject to the tariffs of the providing carrier.
- Questions? Contact us online at [www.amtrak.com/contact](http://www.amtrak.com/contact) or call 1-800-USA-RAIL (1-800-872-7245) or TDD/TTY (1-800-523-6590).

ORIGINAL  
 MED# 1HS5  
 DRIVER: 3322388  
 CUSTOMER COPY  
 11/28/12 TR16642  
 START END MILES  
 02:35 02:52 1.0  
 Regular Fare  
 RATE 1st 12.00  
 EXTRA \$ 0.00  
 SURCH \$ 0.00  
 STSRCH \$ 0.50  
 TIP \$ 2.50  
 TOTAL \$ 15.00

CARD TYPE: AMEX

(b)(6)

THANKS  
 TO CONTACT TLR  
 DIAL 3-1-1

Genes@CO-OP Cafe  
 660 Madison Ave  
 New York, NY 10065

Date: Nov 28 '12 12:51PM  
 Card Type: Amex  
 Acct #: (b)(6)  
 Card Entry: SWIPED  
 Trans Type: PURCHASE  
 Trans Key: EIE006946314652  
 Auth Code: 578731  
 Check: 5167  
 Table: 29/1  
 Server: 1029 Table 29

Subtotal: 21.23

TIP 4.00  
 TOTAL 25.23

SIGNATURE \_\_\_\_\_

Thank you for dining with us!

Customer Copy

I ♥ NEW YORK

HACK # 05283889  
 MED # 7M19  
 TRIP # 4905  
 DATE: 11/28/2012  
 START TIME 07:50  
 END TIME 08:11  
 RATE No. 1  
 STATION CITY RATE  
 MILES IN 2.62  
 FARE \$ 14.50  
 ST. SUR 0.50  
 Tip/Other 2.90  
 GR. TOT. 17.90

Contact TLR Dial  
 3-1-1

CARD NUMBER (b)(6)  
 AUTHORITY

**AMTRAK** Ticket Coupon 01 of 01 **RETAIN DURING TRIP**

I acknowledge receipt of (above) and agree to return it to the carrier and identify it as such.

Date of Issue: 28 Nov 12 3:35 PM  
 Place of Issue: NEW YORK PENN, NY  
 RES# 523190-25NOV12

From: NEW YORK PENN, NY  
 To: WASHINGTON DC  
 RESERVED COACH SEAT

Form of Payment: **ETICKET TRAVEL DOCUMENT**

FARE PLANS: ID RECD ON BOARD 09694375883  
 PRICING Pts: PL 02:55:27:0339  
 TICKET NO.: DO NOT MARK OR STAMP IN THIS BLOCK

OTHER TERMS AND CONDITIONS APPLY. REFUND AND EXCHANGE FEES MAY APPLY.

PASSENGER RECEIPT



**Transaction Details**

Prepared for

(b)(6)

Account Number

(b)(6)

Corporate Card, November 23, 2012 to December 12, 2012

Date	Description	Amount
11/28/2012	Wed AMTRAK WASHINGTON DC	24.00
11/28/2012	Wed GENE'S CO-OP CAFE NEW YORK NY	25.73
11/28/2012	Wed NYC TAXI MED 1HS5 09 LONG ISLAND C NY	15.00
11/28/2012	Wed SAR MEDALLION CORP S NEW YORK NY	17.90
11/25/2012	Sat AMTRAK WASHINGTON DC	268.00

SUMMARY	
Previous Balance as of 11/22/12	0.00
Payments	0.00
Charges	348.13
Credits	0.00
Outstanding Balance	348.13
Closing Date: 12/22/12	

Invoice 222102801



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Attn. TERRY CARR

2222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach

Invoice No: 222102801  
Invoice Date: 1/16/2013  
Client No: 22210164  
Project No: 2222177  
Client PO Ref:

Page: 3

Professional Services:  
rounding adjustment

Managing Director:  
Mary Crawford  
Anthony Telloni

Director:  
Holly Sitzmann

Senior Associate:  
Kelly Cross

Associate:  
Meghan Curtiss  
Margaret Easterlin  
Kathryn Steele

Client Executive:  
Stacy Merrick

Client Staff Assistant:

(b)(7)(D) (b)(7)(D) (b)(7)(D)  
Professional Services Total

	-2.00	0.09	-0.18
	3.75	340.28	1,276.05
	0.50	340.28	170.14
	76.25	271.36	20,691.20
	81.75	180.91	14,789.51
	0.50	137.83	68.92
	19.25	137.83	2,653.26
	32.75	137.83	4,513.96
	4.75	116.30	552.43
	2.25	73.22	164.75
			44,880.04
			44,880.04

2222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach Tot

Please remit to the address below:

CHECKS

Burson-Marsteller  
2 Box 101880  
Atlanta, GA 30382-1880

WIRE

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4) (b)(4)  
Account No: (b)(4)  
Swift Code: (b)(4)

INQUIRIES

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP...

Invoice 222102801



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222102801  
Invoice Date: 1/16/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Page: 4

**22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support**

**Professional Services:**

rounding adjustment	-1.00	0.02	-0.02
<b>Senior Associate:</b>			
Kelly Cross	1.25	180.91	226.15
<b>Associate:</b>			
Margaret Easterlin	1.00	137.83	<u>137.84</u>
<b>Professional Services Total</b>			<u>363.97</u>

**Out of Pocket Expenses:**

HCD Int'l			<u>60.40</u>
<b>Out of Pocket Expenses Total</b>			<u>60.40</u>

424.37

**22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support Tot**

**22222177-007 Option Year 1 (7/7/12-7/6/13) / Travel**

Please remit to the address below.

CHECKS

WRES

INQUIRIES

Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528 (212) 614 4000
--	--	---

Invoice 222102801



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222102801  
Invoice Date: 1/16/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Page: 5

Out of Pocket Expenses:	
Taxi/Car Service	32.90
Train	290.00
Meals	25.23
Out of Pocket Expenses Total	<u>348.13</u>

22222177-007 Option Year 1 (7/7/12-7/6/13) / Travel Total

348.13

INVOICE TOTAL DUE

USD

54,336.98

PAYMENT DUE

2/15/2013

Please remit to the address below:

CHECKS

WIRES

INQUIRIES

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000





Burson-Marsteller  
 1100 Vermont Avenue, N.W.  
 Suite 1200  
 Washington, DC 20005

T 202.530.0400  
 F 202.530.4500

www.bm.com

January 16, 2013

Terry Carr  
 Director, Communications and Congressional Relations  
 Government National Mortgage Association  
 Potomac Center South  
 550 12th Street, SW, Third Floor  
 Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from December 1, 2012 through December 31, 2012.

The December invoice totals \$54,336.98 in professional services and out-of-pocket costs, and breaks down as follows:

- \$44,880.06 for Third Party Outreach / Conferences, Events & Outreach Support
- \$5,658.38 for Marketing Materials Services
- \$3,026.06 for Media Relations & Clips Services
- \$424.37 for Web Page Support
- \$348.13 for Travel

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0101	46,000.00	-	-	46,000.00	-
CLIN 0102	154,208.00	5,658.38	10,474.05	143,733.95	6.78%
CLIN 0103	455,648.00	3,026.06	449,797.36	5,850.64	98.72%
CLIN 0105	212,413.00	44,880.04	45,492.66	166,920.34	21.42%
CLIN 0106	69,735.00	-	580.41	69,154.59	0.83%
CLIN 0107	48,788.00	424.37	8,810.12	39,977.88	18.06%
CLIN 0108	9,000.00	348.13	348.13	8,651.87	3.87%
<b>Contracting Billing Totals</b>	<b>995,792.00</b>	<b>54,336.98</b>	<b>515,502.73</b>	<b>480,289.27</b>	<b>51.77%</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

*Holly C. Sitzmann*  
 Holly C. Sitzmann  
 Director

U.S. Commitment Form

U.S. Department of Housing and Urban Development

19

1a. Description of Proposed Use of Funds:  
**Additional Media Relations/Clip Services and Web Page Support for Financial Industry/Media Marketing Services**

1b. Identification No. (RFP, Contract, IAA, Grant, etc.)  
**C-OPC-23863**

Proposed Recipient Name (If known):  
**Burson Marsteller**

2. Date of Preparation: (mm/dd/yyyy)  
**9/22/2011 Revised**

3. Commitment No.  
**011591 01160**

4. Name & Title of Funds Control Officer:

**5. Funding & Accounting Classification**

Account Symbol/ Appropriation Line Code A	Allotment Holder/ Allotment Line Code (Program class/Object class) B	Program Code C	Organization Code(s) D	Commitment Outstanding E	Increase (Decrease) F	Net Amount G
36X4238				\$996,537.89	\$243,000.00	\$1,239,537.89
<b>Net Totals</b>				<b>\$996,537.89</b>	<b>\$243,000.00</b>	<b>\$1,239,537.89</b>

**6. Purpose of This Action** (Check applicable boxes)

a.  Initial Commitment

Increase or (Decrease) Commitment (amendment no: )

Cancel Commitment (bracket amount in 5E)

7. I certify the funds identified in Block 5 are authorized for the purpose identified in Block 1a, and those funds are available for obligation.

7a. Date: (mm/dd/yyyy) **9/27/2011**

7b. Signature of Funds Control Officer:  
*x [Signature]*

**8. Senior Level Approvals To Be Completed by Originating Office**

a. Requesting Official (Optional): (signature)  
**x Terry Carr**

b. Title:  
**Director-Marketing, Office of Management Operations**

c. Date: (mm/dd/yyyy)  
**September 26, 2011**

d. Approving Official (Required): (signature)  
**x Mary K. Kinney** *[Signature]*

e. Title:  
**EVP**

f. Date: (mm/dd/yyyy)  
**9/27/11**

**9. For Accounting Use Only**

Funds Available and Commitment Recorded or Adjusted to Amount Shown in 5G

Funds Not Available

By: *Maria McNeel* Date: **9/27/11**

10. Comments:



Burson-Marsteller  
 1100 Vermont Avenue, N.W.  
 Suite 1200  
 Washington, DC 20005

T 202.530.0400  
 F 202.530.4500

www.bm.com

February 11, 2013

Terry Carr  
 Director, Communications and Congressional Relations  
 Government National Mortgage Association  
 Potomac Center South  
 550 12th Street, SW, Third Floor  
 Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from January 1, 2013 through January 31, 2013.

The January invoice totals \$60,405.58 in professional services and out-of-pocket costs, and breaks down as follows:

- \$32,903.48 for Third Party Outreach / Conferences, Events & Outreach Support
- \$22,236.54 for Marketing Materials Services
- \$2,821.14 for Media Relations & Clips Services
- \$2,127.83 for Web Page Support
- \$316.59 for Legislative Tracking

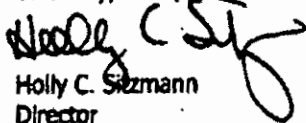
Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0101	46,000.00	-	-	46,000.00	
CLIN 0102	154,208.00	22,236.54	32,710.59	121,497.41	21.21%
CLIN 0103	455,648.00	2,821.14	452,618.50	3,029.50	99.34%
CLIN 0105	212,413.00	32,903.48	157,687.54	54,755.46	74.22%
CLIN 0106	69,735.00	316.59	897.00	68,838.00	1.29%
CLIN 0107	48,788.00	2,127.83	10,937.95	37,850.05	22.42%
CLIN 0108	9,000.00	-	348.13	8,651.87	3.87%
<b>Contracting Billing Totals</b>	<b>995,792.00</b>	<b>60,405.58</b>	<b>655,169.71</b>	<b>340,622.29</b>	<b>65.79%</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
 Holly C. Szymann  
 Director

Invoice 222103310



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222103310  
Invoice Date: 2/11/2013  
Client No: 22210184  
Project No: 22222177  
Client PO Ref:

Attn: TERRY CARR

Page: 1

Billing Period: January 2013

	Quantity	Rate	Amount
22222177 Option Year 1 (7/7/12-7/6/13)			
22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv.			
<b>Professional Services:</b>			
rounding adjustment	-1.00	0.08	-0.08
<b>Director:</b>			
Holly Sitzmann	32.50	271.36	8,819.20
<b>Senior Associate:</b>			
Kelly Cross	38.00	180.91	6,874.84
<b>Associate:</b>			
Margaret Easterlin	6.50	137.83	895.91
Kathryn Steele	0.75	137.84	103.38
<b>Professional Services Total</b>			<u>16,693.05</u>
<b>Out of Pocket Expenses:</b>			
HCD Int'l Jan 2013 invoice with IFF			5,543.49
<b>Out of Pocket Expenses Total</b>			<u>5,543.49</u>
			<u>22,236.54</u>
22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv. To			

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 814 4000

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.

Invoice 222103310



**Burson-Marsteller**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222103310  
Invoice Date: 2/11/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Page: 2

**22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations**

**Professional Services:**

rounding adjustment -1.00 0.08 -0.06

Associate: Margaret Easterlin 4.00 137.84 551.34

Client Staff Assistant: (b)(4),(b)(6) 31.00 73.22 2,269.86  
2,821.14

**Professional Services Total**

2,821.14

**22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations Total**

**22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach**

**Professional Services:**

rounding adjustment -1.00 0.09 -0.09

Please remit to the address below:

CHECKS

WIRES

INQUIRIES

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code:

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000



Burson-Marsteller

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

April 11, 2013

Terry Carr  
Senior Advisor, Communications and Congressional Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from March 1, 2013 through March 31, 2013. Please note that invoices from Bloomberg Government for February and March have been included in this month's invoice. Also included are invoices from Cision for January and February as well as November 2012.

The March invoice totals \$80,020.39 in professional services and out-of-pocket costs, and breaks down as follows:

- \$36,636.72 for Marketing Materials Services
- \$25,244.06 for Third Party Outreach / Conferences, Events & Outreach Support
- \$16,376.65 for Media Relations & Clips Services
- \$1,105.01 for Legislative Tracking
- \$657.95 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc.)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CUN 0101	46,000.00	-	-	46,000.00	
CUN 0102	211,635.42	36,636.72	97,440.81	114,194.61	46.04%
CUN 0103	567,513.64	16,376.65	476,430.25	91,083.39	83.85%
CUN 0105	334,889.22	25,244.06	215,225.81	119,663.41	64.27%
CUN 0106	69,735.00	1,105.01	2,002.01	67,732.99	2.87%
CUN 0107	48,788.00	657.95	12,030.94	36,757.06	24.86%
CUN 0108	9,000.00	-	348.13	8,651.87	3.87%
<b>Contracting Billing Totals</b>	<b>1,287,561.28</b>	<b>80,020.39</b>	<b>803,477.95</b>	<b>484,083.33</b>	<b>62.40%</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
Holly C. Sitzmann  
Director



Burson-Marsteller

Invoice 222104968

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT
451 SEVENTH STREET, S.W.
ROOM B-133
PC PHASE 3 SL
WASHINGTON DC 20410

Invoice No: 222104968
Invoice Date: 4/11/2013
Due Date: 5/11/2013
Client No: 22210164
Project No: 22222177
Client PO Ref:

Attn: TERRY CARR

Billing Period: March 2013

Table with columns: Quantity, Rate, Amount. Rows include: 22222177 Option Year 1 (7/7/12-7/6/13), 22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv., Professional Services: rounding adjustment, Director: Holly Sitzmann, Senior Associate: Kelly Blum, Associate: Margaret Easterlin, Professional Services Total, Intercompany Fees: BM Korea & BM Tokyo, Professional Services Total, Out of Pocket Expenses: Select Printing, HCD Int'l March (w/ IFF), Out of Pocket Expenses Total, 22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv. To

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations

Period: March, 2013

Professional Services:

Please remit to the address below:

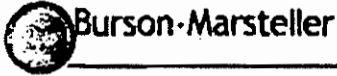
CHECKS

WIRES

INQUIRIES

Table with 3 columns: Burson-Marsteller (PO Box 101880, Atlanta, GA 30392-1880), Bank (Wells Fargo, Account Name: Burson-Marsteller, Routing No: (b)(4), Account No: [redacted], Swift Code: [redacted]), Burson-Marsteller US (230 Park Avenue South, New York NY 10003-1528, (212) 614 4000)

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.



Invoice 222104968

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222104968  
Invoice Date: 4/11/2013  
Due Date: 5/11/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn: TERRY CARR

	Quantity	Rate	Amount
rounding adjustment	-1.00	0.07	-0.07
Managing Director: Mary Crawford	4.75	340.28	1,616.33
Director: Holly Sitzmann	22.50	271.36	6,105.60
Senior Associate: Kelly Blum	18.50	180.91	3,346.86
Associate: Margaret Easterlin	4.00	137.83	551.32
Client Executive: Stacy Merrick	4.00	116.30	465.20
Client Staff Assistant: (b)(4),(b)(6)	25.50	73.22	1,867.16
<b>Professional Services Total</b>			<b>13,952.40</b>
Out of Pocket Expenses: Cision Inc.			2,424.25
<b>Out of Pocket Expenses Total</b>			<b>2,424.25</b>
<b>22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations Total</b>			<b>16,376.65</b>

22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach

Period: March, 2013

Professional Services:

rounding adjustment	-1.00	0.04	-0.04
Managing Director: (b)(4),(b)(6)	1.50	340.28	510.42

Please remit to the address below:  
CHECKS

WIRES

INQUIRIES

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP's ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.





Invoice 222105632

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222105632  
Invoice Date: 5/9/2013  
Due Date: 6/8/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Quantity Rate Amount

Professional Services:

rounding adjustment -1.00 0.09 -0.09  
Media Training 4/5/2013 1.00 6,500.00 6,500.00

Managing Director: Mary Crawford 6.00 340.28 2,041.68

Director: Holly Sitzmann 8.50 271.36 2,306.56

Senior Associate: Kelly Blum 15.50 180.91 2,804.11

Associate: Margaret Easterlin 23.75 137.83 3,273.52

Client Staff Assistant: (b)(4),(b)(6) 34.00 73.22 2,489.51

Professional Services Total 19,415.29

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations Total 19,415.29

22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach

Professional Services:

rounding adjustment -1.00 0.01 -0.01

Director: Holly Sitzmann 56.25 271.36 15,264.00

Senior Associate: Kelly Blum 17.50 180.91 3,165.94

Associate:

Please remit to the address below:

CHECKS

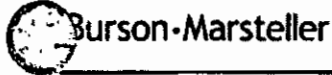
WIRES

INQUIRIES

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000



Invoice 222105632

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222105632  
Invoice Date: 5/9/2013  
Due Date: 6/8/2013  
Client No: 22210164  
Project No: 2222177  
Client PO Ref:

Attn. TERRY CARR

	Quantity	Rate	Amount
Margaret Easterlin	2.50	137.84	344.59
Professional Services Total			18,774.52
Out of Pocket Expenses:			25.17
Courier			0.19
IFF Fee			25.36
Out of Pocket Expenses Total			18,799.88
2222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach Tot			

2222177-005 Option Year 1 (7/7/12-7/6/13) / Legislative Tracking

Professional Services:			
Senior Associate:			
Kelly Blum	2.00	180.91	361.82
Professional Services Total			361.82
Out of Pocket Expenses:			(b)(4)
Bloomberg April 2013			
IFF Fee			
Out of Pocket Expenses Total			869.10

2222177-005 Option Year 1 (7/7/12-7/6/13) / Legislative Tracking Tot

2222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support

Professional Services:			
Senior Associate:			
Kelly Blum	1.50	180.91	271.37
Associate:			

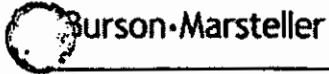
Please remit to the address below:

CHECKS

WIRES

INQUIRIES

Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528 (212) 614 4000
--	---	---



Invoice 222105632

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222105632  
Invoice Date: 5/9/2013  
Due Date: 6/8/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn: TERRY CARR

	Quantity	Rate	Amount
Margaret Easterlin	1.50	137.83	206.75
Professional Services Total			478.12
22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support Tot			478.12

INVOICE TOTAL DUE USD 74,563.26  
PAYMENT DUE 6/8/2013

Please remit to the address below:

CHECKS

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

WIRES

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4),(b)(6)  
Account No:  
Swift Code:

INQUIRIES

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000

# Invoice Backup



Currency Type: Currency  
 Invoice Number(s): 222105632

Invoice No. 222105632  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 5/9/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv.

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	Holly Sitzmann	Director	Client Billable	Close out annual report logistics; Worked on HUD Happenings	4/3/13	1.75	271.36	474.88
	Kelly Blum	Senior Associate	Client Billable	Coordinate presentation training sessions	4/3/13	2.50	180.91	452.28
	Margaret Easterlin	Associate	Client Billable	Coordinate presentation training	4/4/13	0.50	137.84	68.92
	Holly Sitzmann	Director	Client Billable	Revised stakeholder letter; Completed HUD Happenings	4/4/13	3.50	271.36	948.78
	Kelly Blum	Senior Associate	Client Billable	HUD Happenings; Stakeholder Letter	4/4/13	2.50	180.91	452.28
	Margaret Easterlin	Associate	Client Billable	Food set-up, easel trackdown, printing documents, Stakeholder letter review.	4/5/13	2.00	137.83	275.66
	Holly Sitzmann	Director	Client Billable	Revised stakeholder letter and finalized for delivery; Discussion on HUD Happenings; Agenda review	4/5/13	2.50	271.36	678.40
	Kelly Blum	Senior Associate	Client Billable	Stakeholder letter	4/5/13	1.00	180.91	180.91
	Margaret Easterlin	Associate	Client Billable	Meeting about conference PPTs, Coordinating logistics for the trainings.	4/8/13	2.00	137.83	275.66
	Holly Sitzmann	Director	Client Billable	Worked on reschedule	4/8/13	0.75	271.36	203.52
	Kelly Blum	Senior Associate	Client Billable	Presentation logistics	4/8/13	1.00	180.91	180.91
	Margaret Easterlin	Associate	Client Billable	Editing PPT.	4/9/13	1.00	137.83	137.83
	Holly Sitzmann	Director	Client Billable	Discussion with HCDI re: next steps	4/9/13	0.75	271.36	203.52
	Kelly Blum	Senior Associate	Client Billable	Presentation logistics	4/9/13	1.00	180.91	180.91
	Margaret Easterlin	Associate	Client Billable	Training logistics.	4/10/13	1.00	137.83	137.83
	Holly Sitzmann	Director	Client Billable	Presentation Training for B. Cooper Jones and Nicole Jackson; discussion with HCDI	4/10/13	4.50	271.36	1,221.12
	Kelly Blum	Senior Associate	Client Billable	Presentation training & logistics	4/10/13	3.00	180.91	542.73
	Holly Sitzmann	Director	Client Billable	Presentation training for workshop; pre-work and follow-up	4/11/13	4.25	271.36	1,153.28
	Kelly Blum	Senior Associate	Client Billable	Presentation training & logistics; account mgt.	4/11/13	5.00	180.91	904.55
	Holly Sitzmann	Director	Client Billable	Started work on the May stakeholder letter	4/12/13	1.25	271.36	339.20
	Kelly Blum	Senior Associate	Client Billable	HCDI invoice; account management	4/15/13	1.00	180.91	180.91
	Margaret Easterlin	Associate	Client Billable	HUD Happenings	4/16/13	0.50	137.84	68.92
	Holly Sitzmann	Director	Client Billable	Weekly Meeting; Prep and follow up; HUD Happenings Discussion and Editorial Content Review	4/16/13	3.25	271.36	881.92
	Kelly Blum	Senior Associate	Client Billable	HUD Happenings	4/16/13	2.00	180.91	361.82
	Holly Sitzmann	Director	Client Billable	Stakeholder Letter	4/17/13	2.50	271.36	678.40
	Kelly Blum	Senior Associate	Client Billable	HUD Happenings; account management & recap notes	4/17/13	3.50	180.91	633.19
	Holly Sitzmann	Director	Client Billable	Stakeholder Letter	4/18/13	3.00	271.36	814.08
	Kelly Blum	Senior Associate	Client Billable	Account management	4/18/13	2.00	180.91	361.82
	Holly Sitzmann	Director	Client Billable	Stakeholder Letter; Discussion with HCDI	4/18/13	3.00	271.36	814.08
	Holly Sitzmann	Director	Client Billable	Completed first draft of stakeholder letter and sent to client; Meeting with HCDI	4/22/13	3.00	271.36	814.08
	Kelly Blum	Senior Associate	Client Billable	Stakeholder letter; HCDI call re; memo template; account management	4/22/13	3.50	180.91	633.19
	Holly Sitzmann	Director	Client Billable	Email Correspondence, Discussion with HCDI re: clips template	4/23/13	2.75	271.36	746.24
	Kelly Blum	Senior Associate	Client Billable	Revise news clips template; HUD Happenings	4/23/13	2.00	180.91	361.82

**Invoice Backup**



Invoice No. 222105632  
 Client 22210184 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 5/9/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

**22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv.**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Director	Client Billable	HUD Happenings Review	4/24/13	0.75	271.36	203.52
	Senior Associate	Client Billable	News clips template	4/24/13	2.00	180.91	361.82
	Associate	Client Billable	Memo template meeting	4/25/13	0.50	137.84	68.92
	Director	Client Billable	HCDI templates and memo templates	4/25/13	1.25	271.36	339.20
	Senior Associate	Client Billable	News clips template; memo template	4/25/13	2.00	180.91	361.82
	Director	Client Billable	Reviewed stakeholder edits	4/28/13	0.50	271.36	135.68
	Director	Client Billable	Stakeholder Letter Editing	4/29/13	1.25	271.36	339.20
	Senior Associate	Client Billable	Stakeholder letter	4/29/13	1.50	180.91	271.37
	Director	Client Billable	Completed draft 2 and sent back to client	4/30/13	1.00	271.36	271.36
	Default	Fee Write Up	Fixed fee for 4.10.13 Media Training w/Don Cunningham	5/3/13	1.00	5,000.00	5,000.00
Write up/down employee WDC Public Affairs	Default	Fee Write Up	Fixed fee for 4.8.13 Media Training w/Don Cunningham	5/3/13	1.00	5,000.00	5,000.00
Write up/down employee WDC Public Affairs	Default	Fee Write Down	rounding adjustment	5/9/13	(1.00)	0.03	(0.03)
					<b>Time Total</b>	<b>85.60</b>	<b>28,717.48</b>

Vendor	Invoice No.	Task	Description	Date	Trans No.	Invoiced
TRANS TIME EXPRESS	409377	Courier	Courier	2/19/13	222504683	118.23
BURSON-MARSTELLER BEIJING	INV0010343	Intercompany Fees	USCN-2128408	4/12/13	222506567	1,560.00
PRIME LENS PROD INC	113077	Video/Dvd Production (Recording, Dubbing & Editing)	VIDEO PRODUCTION SVC FOR GINNIE MAE W/DON CUNNINGHAM 4/10/13	4/12/13	222506528	1,429.20
HCD INTERNATIONAL INC.	05062013	Design	MARKETING MATERIALS	5/8/13	222507263	3,140.80
		Scheduled Bill Out of Pockets	IFF fee April 2013	5/8/13	222118972	35.16
					<b>Costs Total</b>	<b>6,283.39</b>

**22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
Margaret Eastorlin	Associate	Client Billable	Clips	4/1/13	1.50	137.83	208.75
Mary Crawford	Managing Director	Client Billable	review and analyze coverage	4/1/13	0.25	340.28	85.07
Kelly Blum	Senior Associate	Client Billable	Review news clips; MBM copyright & headshot for T. Tozer's article; weekly deliverables	4/1/13	2.00	180.91	361.82
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	media clips; media compile	4/2/13	3.00	73.22	219.68
Mary Crawford	Managing Director	Client Billable	review and analyze coverage	4/2/13	0.25	340.28	85.07

**Invoice Backup**



Invoice No. 222105632  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 5/9/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

**22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations**

**Time**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Senior Associate	Client Billable	MBM copyright & headshot; clips for media training	4/2/13	1.00	180.91	180.91
	Associate	Client Billable	Weekly meeting. Ordering food for meeting training. Pre-meeting for media training. Weekly deliverables.	4/3/13	3.50	137.83	482.41
	Client Staff Assistant	Client Billable	media clips; media compile	4/3/13	3.50	73.22	256.27
	Director	Client Billable	Prep and weekly meeting	4/3/13	1.25	271.38	339.20
	Managing Director	Client Billable	review and analyze coverage	4/3/13	0.25	340.28	85.07
	Senior Associate	Client Billable	Weekly client call	4/3/13	1.00	180.91	180.91
	Client Staff Assistant	Client Billable	media clips	4/4/13	1.50	73.22	109.83
	Director	Client Billable	Reviewed and edited recap notes	4/4/13	0.25	271.38	67.84
	Managing Director	Client Billable	review and analyze coverage	4/4/13	0.25	340.28	85.07
	Senior Associate	Client Billable	Recap notes	4/4/13	1.00	180.91	180.91
	Associate	Client Billable	Weekly deliverables; media training	4/5/13	2.50	137.83	344.58
	Client Staff Assistant	Client Billable	media clips	4/5/13	1.50	73.22	109.83
	Managing Director	Client Billable	review and analyze coverage	4/5/13	0.25	340.28	85.07
	Senior Associate	Client Billable	Media training; weekly deliverables	4/5/13	1.00	180.91	180.91
	Associate	Client Billable	Weekly call.	4/8/13	2.00	137.83	275.68
	Client Staff Assistant	Client Billable	Media clips	4/8/13	1.50	73.22	109.83
	Director	Client Billable	Weekly Call & Prep	4/8/13	1.50	271.38	407.04
	Managing Director	Client Billable	review and analyze coverage	4/8/13	0.25	340.28	85.07
	Senior Associate	Client Billable	Weekly client call	4/8/13	2.00	180.91	361.82
	Associate	Client Billable	Recap notes.	4/9/13	1.50	137.83	206.75
	Client Staff Assistant	Client Billable	Media clips	4/9/13	1.50	73.22	109.83
	Director	Client Billable	Reviewed and edited recap notes	4/9/13	0.25	271.38	67.84
	Managing Director	Client Billable	review and analyze coverage	4/9/13	0.25	340.28	85.07
	Senior Associate	Client Billable	Recap notes	4/9/13	1.00	180.91	180.91
	Client Staff Assistant	Client Billable	Media clips	4/10/13	1.00	73.22	73.22
	Director	Client Billable	deliverables	4/10/13	0.25	271.38	67.84
	Managing Director	Client Billable	review and analyze coverage	4/10/13	0.25	340.28	85.07
	Associate	Client Billable	Deliverables.	4/11/13	1.50	137.83	206.75

# Invoice Backup



Invoice No. 222105632  
 Client 22210184 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 5/9/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations  
 Time

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media clips	4/11/13	1.00	73.22	73.22
	Managing Director	Client Billable	review and analyze coverage	4/11/13	0.25	340.28	85.07
	Client Staff Assistant	Client Billable	Media clips	4/12/13	1.50	73.22	109.83
	Managing Director	Client Billable	review and analyze coverage	4/12/13	0.25	340.28	85.07
	Associate	Client Billable	Deliverables. Adding Adrian to the clips/SourceMedia/IMF.	4/15/13	1.00	137.83	137.83
	Client Staff Assistant	Client Billable	Media clips	4/15/13	1.50	73.22	109.83
	Managing Director	Client Billable	Review and analyze coverage	4/15/13	0.25	340.28	85.07
	Associate	Client Billable	Weekly call.	4/16/13	1.50	137.83	208.75
	Client Staff Assistant	Client Billable	Media clips	4/16/13	1.50	73.22	109.83
	Director	Client Billable	Prep and Weekly Meeting with Team	4/16/13	1.50	271.38	407.04
	Managing Director	Client Billable	Review and analyze coverage	4/16/13	0.25	340.28	85.07
	Senior Associate	Client Billable	Weekly client call; team regroup	4/16/13	2.00	180.91	361.82
	Associate	Client Billable	Recap notes.	4/17/13	1.50	137.83	208.75
	Client Staff Assistant	Client Billable	Media clips	4/17/13	1.25	73.22	91.53
	Director	Client Billable	Review of recap notes	4/17/13	0.25	271.38	67.84
	Managing Director	Client Billable	Review and analyze coverage	4/17/13	0.25	340.28	85.07
	Senior Associate	Client Billable	Coordinate w/ MBM editor	4/17/13	1.00	180.91	180.91
	Client Staff Assistant	Client Billable	Media clips	4/18/13	1.25	73.22	91.53
	Managing Director	Client Billable	Review and analyze coverage; discuss account status with Terry Carr	4/18/13	0.75	340.28	255.21
	Associate	Client Billable	Deliverables.	4/19/13	1.50	137.83	208.75
	Client Staff Assistant	Client Billable	Media clips	4/19/13	1.50	73.22	109.83
	Director	Client Billable	Agenda review	4/19/13	0.25	271.38	67.84
	Managing Director	Client Billable	Review and analyze coverage	4/19/13	0.25	340.28	85.07
	Associate	Client Billable	Weekly call.	4/22/13	1.50	137.83	208.75
	Client Staff Assistant	Client Billable	Media clips	4/22/13	1.25	73.22	91.53
	Director	Client Billable	Weekly meeting and prep	4/22/13	1.25	271.38	339.20
Managing Director	Client Billable	Review and analyze coverage	4/22/13	0.25	340.28	85.07	

# Invoice Backup



Invoice No. 222105632  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 5/9/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

## 22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Senior Associate	Client Billable	Weekly client call team meeting	4/22/13	2.00	180.91	361.82
		Associate	Client Billable	Recap notes	4/23/13	1.50	137.83	208.75
		Client Staff Assistant	Client Billable	Media clips	4/23/13	1.75	73.22	128.14
		Director	Client Billable	Reviewed and edited recap notes	4/23/13	0.25	271.36	87.84
		Managing Director	Client Billable	Review and analyze coverage	4/23/13	0.25	340.28	85.07
		Client Staff Assistant	Client Billable	Media clips	4/24/13	1.75	73.22	128.14
		Managing Director	Client Billable	Review and analyze coverage	4/24/13	0.25	340.28	85.07
		Associate	Client Billable	Deliverables	4/25/13	1.50	137.83	208.75
		Client Staff Assistant	Client Billable	Media clips	4/25/13	1.50	73.22	109.83
		Managing Director	Client Billable	Review and analyze coverage	4/25/13	0.25	340.28	85.07
		Client Staff Assistant	Client Billable	Media clips	4/26/13	1.25	73.22	91.53
		Managing Director	Client Billable	Review and analyze coverage	4/26/13	0.25	340.28	85.07
		Client Staff Assistant	Client Billable	Media clips	4/28/13	2.00	73.22	146.44
		Director	Client Billable	Agenda Review	4/28/13	0.25	271.36	67.84
		Managing Director	Client Billable	Review and analyze coverage	4/28/13	0.25	340.28	85.07
		Associate	Client Billable	weekly call	4/30/13	1.25	137.83	172.29
		Client Staff Assistant	Client Billable	Media clips	4/30/13	1.50	73.22	109.83
		Director	Client Billable	Weekly Team Meeting	4/30/13	1.25	271.36	339.20
		Managing Director	Client Billable	Review and analyze coverage	4/30/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Weekly client call	4/30/13	1.50	180.91	271.37
		Default	Fee Write Up	Fixed fee for 4.5.13 Media Training w/Don Cunningham	5/3/13	1.00	6,500.00	6,500.00
		Default	Fee Write Down	rounding adjustment	5/9/13	(1.00)	0.09	(0.09)
				<b>Time Total</b>		<b>87.75</b>		<b>19,415.29</b>

## 22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Associate	Client Billable	Deliverables	4/1/13	0.50	137.84	68.92



# Invoice Backup



Invoice No. 222105632  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 5/9/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

**22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach  
 Time**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6))	Director	Client Billable	Account Management	4/2/13	1.00	271.38	271.38
	Senior Associate	Client Billable	IPMS conference call; billing & account mgt	4/2/13	2.50	180.91	452.28
	Director	Client Billable	Account Management; Meeting to discuss presentation training and follow up	4/3/13	2.50	271.38	678.40
	Senior Associate	Client Billable	account mgt; team mtg re: meetings	4/3/13	1.00	180.91	180.91
	Director	Client Billable	Account Management; Meeting to discuss presentation training and follow up	4/4/13	2.50	271.38	678.40
	Director	Client Billable	Account Management and Strategic Counsel; Presentation Training and follow-up	4/5/13	5.75	271.38	1,560.32
	Senior Associate	Client Billable	Messaging/media tracker	4/5/13	1.00	180.91	180.91
	Director	Client Billable	Account Management & Strategic Counsel; Provided support for the MBA Tech mortgage deck; worked on reschedule of training	4/8/13	4.00	271.38	1,085.44
	Senior Associate	Client Billable	BCJ additional MBA Tech slides; call w/ client; invoice cover letter	4/8/13	3.50	180.91	633.19
	Director	Client Billable	Account Management & Strategic Counsel; Talking points for MBA Tech and additional slide development; Continued prep for training	4/9/13	4.50	271.38	1,221.12
	Senior Associate	Client Billable	Billing, acct management, invoice cover letter	4/9/13	1.00	180.91	180.91
	Director	Client Billable	Account Management & Strategic Counsel	4/10/13	1.25	271.38	339.20
	Senior Associate	Client Billable	Update PPT slides	4/10/13	1.00	180.91	180.91
	Director	Client Billable	Account Management & Strategic Counsel; Provided additional edits to presentation; guidance on talking points	4/11/13	2.75	271.38	746.24
	Senior Associate	Client Billable	Update PPT slides; Invoices	4/11/13	1.00	180.91	180.91
	Director	Client Billable	Account Management & Email Correspondence; Reviewed MISMO deck and talking points; provided comments	4/12/13	4.00	271.38	1,085.44
	Director	Client Billable	Account Management & Strategic Counsel; Evergreen Document Revision	4/15/13	4.00	271.38	1,085.44
	Director	Client Billable	Account Management & Strategic Counsel; Evergreen Document Revision	4/16/13	1.25	271.38	339.20
	Senior Associate	Client Billable	Revised evergreen messaging	4/18/13	1.00	180.91	180.91
	Associate	Client Billable	Reviewing the Evergreen Messaging document	4/17/13	0.50	137.84	68.92
	Director	Client Billable	Account Management & Strategic Counsel	4/17/13	2.00	271.38	542.72
	Director	Client Billable	Account Management & Strategic Counsel; Five Star Conference Call and Discussion Follow Up	4/18/13	1.00	271.38	271.38
	Director	Client Billable	Account Management & Strategic Counsel; Five Star Talking Points	4/19/13	3.25	271.38	881.92
	Director	Client Billable	Account Management and Strategic Counsel; Drafted Talking Points for T. Carr's Five-Star Panel	4/22/13	3.50	271.38	949.78
	Senior Associate	Client Billable	T. Carr's talking points	4/22/13	1.00	180.91	180.91
	Director	Client Billable	Account Management and Strategic Counsel; Run-thru of talking points; Reviewed IPMS marketing plan	4/23/13	3.25	271.38	881.92
	Senior Associate	Client Billable	MBA Secondary attendee list; recap notes	4/23/13	2.50	180.91	452.28
	Director	Client Billable	Account Management and Strategic Counsel	4/24/13	1.25	271.38	339.20
	Senior Associate	Client Billable	IPMS call w/ client	4/24/13	1.00	180.91	180.91
	Director	Client Billable	Account Management and Strategic Counsel; Email Correspondence	4/25/13	1.75	271.38	474.88
Senior Associate	Client Billable	Weekly deliverables	4/25/13	1.00	180.91	180.91	
Director	Client Billable	Account Management and Strategic Counsel; Email Correspondence	4/26/13	2.00	271.38	542.72	



Invoice Backup



Invoice No. 222105632  
 Client 22210164 UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT

Invoice Date 5/9/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach  
 Time

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Director	Client Billable	Account Management	4/29/13	1.50	271.38	407.04
	Associate	Client Billable	Researching housing finance recent coverage.	4/30/13	1.50	137.83	208.75
	Director	Client Billable	Account Management & Strategic Counsel; Internal team follow up; Research on messaging	4/30/13	3.25	271.38	881.92
	Default	Fee Write Down	rounding adjustment	5/8/13	(1.00)	0.01	(0.01)
Write up/down employee WDC Public Affairs							
<b>Time Total</b>						<b>76.25</b>	<b>18,774.62</b>

Vendor	Invoice No.	Task	Description	Date	Trans No.	Invoiced
TRANS TIME EXPRESS	409377	Courier	Courier	2/19/13	222504663	25.17
		Scheduled Bill Out of Pockets	IFF fee April 2013	5/8/13	222118972	0.19
<b>Costs Total</b>						<b>25.36</b>

22222177-005 Option Year 1 (7/7/12-7/6/13) / Legislative Tracking  
 Time

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Senior Associate	Client Billable	BGov contract & Invoices details	4/1/13	1.00	180.91	180.81
	Senior Associate	Client Billable	BGOV contract & invoice details	4/5/13	1.00	180.91	180.91
<b>Time Total</b>						<b>2.00</b>	<b>361.82</b>

Vendor	Invoice No.	Task	Description	Date	Trans No.	Invoiced
BLOOMBERG L.P. DBA BLOOMBERG FINANCE L.P.	5601948700	Other Production Costs	B-GOV SUBSCRIPTION SERVICES	4/17/13	222506661	503.50
		Scheduled Bill Out of Pockets	IFF fee April 2013	5/8/13	222118972	3.78
<b>Costs Total</b>						<b>507.28</b>

22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support  
 Time

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Associate	Client Billable	March 2013 Issuance Summary	4/5/13	1.00	137.83	137.83
	Senior Associate	Client Billable	March Issuance Summary	4/8/13	0.50	180.92	90.46
	Associate	Client Billable	March UPB Summary	4/11/13	0.50	137.84	68.92
	Senior Associate	Client Billable	March UPB Summary	4/11/13	1.00	180.91	180.91
<b>Time Total</b>						<b>3.00</b>	<b>478.12</b>

Invoice on Account Amount 0.00  
 Invoice 222105632 Total 74,843.28

Vendor # 2220364

ATTN: Angelica Silverio  
Bursan-Margstaller  
230 Park Avenue South, Floor 4  
New York, New York 10003-1568  
USA

INVOICE NO. : 81V0010343  
INVOICE DATE : April 12, 2013

CLIENT CODE : CYYB16CB  
PROJECT : Ginnia Mae Desk Translation  
ICWO Number : USCN-2128408

PROJECT CODE : CBRJJA0139

Approved by  
Angelica Silverio  
29 Apr 2013 17:13:54  
Accountant: Project E. Johnson

Translation

- 6.77% VAT

CNY

EUR

8,700.00

432.00

432.00

SUB-TOTAL

8,132.00

6.77%

TOTAL

8,182.00

9,750.34 CNY

1,560.00 USD

\* If client elects to settle invoices in another currency, the spot rate on the date of settlement shall be used.

Please remit by : May 12, 2013

Account Name : Guangrong Bursan-Margstaller Public Relations Co., Ltd. Beijing Branch Office

开户名称 : 广融同益公共关系有限公司北京分公司

Bank Name : Industrial and Commercial Bank of China, Beijing CBD Sub-branch

开户银行 : 中国工商银行北京国贸支行

Bank Address : 1st Floor, China World Tower 2, No. 1 Jiao Guo Men Wai Avenue, Chaoyang District, Beijing 100004, PRC

北京市朝阳区建国门外大街1号国贸大厦2座一层

Account No. : (b)(4)

Swift Code



## Currency Converter

CNY/USD for the 24-hour period ending Thursday, Apr 11, 2013 22:00 UTC @ +/- 0%

Currency I Have:

**9,750.24** CNY

Currency I Want:

**1,560.00** USD

### CNY/USD Details

CNY/USD for the 24-hour period ending Thursday, Apr 11, 2013 22:00 UTC @ +/- 0%

Selling 9,750.24 CNY → you get 1,560.00 USD

Buying 9,750.24 CNY → you pay 1,561.26 USD

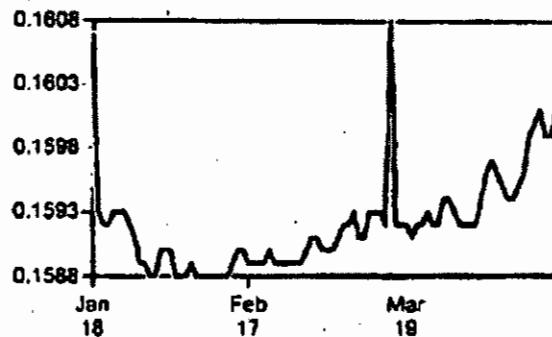
### Rate Details

CNY/USD for the 24-hour period ending Thursday, Apr 11, 2013 22:00 UTC

	Bid Sell 1 CNY	Ask Buy 1 CNY
MIN	0.15886	0.15998
AVG	0.16000	0.16013
MAX	0.16009	0.16030

### Recent Trends

CNY/USD average daily bid prices  
Last 90 days



Take trusted OANDA Rates™ with you on your travels

CNY		USD		CNY		USD	
1	• 0.16	15	• 2.40	45	• 7.20		
2	• 0.32	20	• 3.20	50	• 8.00		
3	• 0.48	25	• 4.00	100	• 16.00		
4	• 0.64	30	• 4.80	250	• 40.00		
5	• 0.80	35	• 5.60	500	• 80.00		
10	• 1.60	40	• 6.40	1,000	• 160.00		





# HCD INTERNATIONAL

Professional Services in Science

4380 Parliament Place, Suite A  
Lanham, MD 20706

May 6, 2013

## Monthly Billing Report Rebranding and Website Support Effort

Duration: April 1, 2013 - April 30, 2013

Dear Holly,

Attached please find an invoice from HCD International for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from April 1<sup>st</sup> through April 30<sup>th</sup> 2013.

The April invoice totals \$3,140.80 in professional services and out-of-pocket costs, and breaks down as follows:

\$3,140.80 for Marketing Materials Services

### + Summary of Activities: April 1, 2013 - April 30, 2013

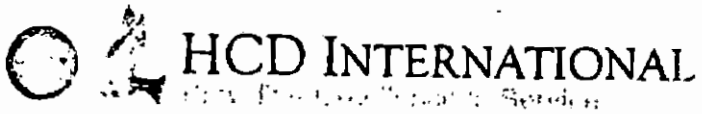
Activities performed by HCD International during the period of April 1<sup>st</sup> through April 30<sup>th</sup> 2013 includes the re-building of the Ginnie Mae "Daily News Clips" email and word template, the re-design of the Ginnie Mae "Memo" MS Word Template to resemble the incorporate HHS memo template, the 2nd rebuild/re-layout the Ginnie Mae "Daily News Clips" to accommodate printing directly from the email.

### + Marketing Materials Services

- Re-build the template for "The Daily Clips" 4/5/13
- Review HCDI conference call, 4/23
- Re-design of the Ginnie Mae "Memo" Microsoft Word Template 3/13/13
- Support to build of the template for "The Daily Clips" to accommodate printing directly from the email 4/24/13

### + Conference, Event, and Outreach Support

No Activities for this reporting period.




4390 Parliament Place, Suite A  
Lanham, MD 20706

+ **Web Page Support**

4. No A. 1/1/15. for the reporting period.

On behalf of the HCD International team, it's always a pleasure working with you. Please contact me at 301.552.8803 if you have any questions or require additional information regarding this invoice.

Sincerely,

*for*   
Jean Drummond  
President

BILLING #: 000021

PAGE: 01  
BILLING DATE: 05/06/13

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: SHARON BALKAM

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: 5001

TOTAL CONTRACT: 440,935.86  
CONTRACT NAME: GNMA - CLIN 001

BILL PD FROM: 04/01/13 TO: 04/30/13	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
APPLICATION DEVELOPR	132.56	0.0	0.00	432.5	57,332.20
CORPORATE OVERSIGHT	291.97	0.0	0.00	37.5	10,948.88
SYSTEMS MANAGER	196.19	0.0	0.00	31.0	6,081.89
SR RESEARCH ASST	82.56	0.0	0.00	202.5	16,718.40
SR SYSTEMS ANALYST	120.80	26.0	3,140.80	373.0	45,058.40
<b>TOTAL LABOR</b>		26.0	3,140.80	1,076.5	136,139.77
TRAVEL			0.00		13.00
MATERIALS & SUPPLIES			0.00		6,896.83
POSTAGE/SHIPPING			0.00		140.03
CONFERENCE SITE			0.00		5,485.79
<b>SUBTOTAL ODCS</b>			0.00		12,535.65
GENERAL & ADMIN 12.30%			0.00		562.77
<b>TOTAL NON-LABOR BILLABLE</b>			0.00		13,098.42
<b>TOTAL BILLING</b>			3,140.80		149,238.19



BILLING #: 000021

PAGE: 01  
BILLING DATE: 05/06/13

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: SHARON BALKAM

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: S001-101

TOTAL CONTRACT: 153,051.56  
CONTRACT NAME: GNMA-MARKETING CLIN 001

BILL PD FROM: 04/01/13 TO: 04/30/13	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
SR RESEARCH ASST	82.56	0.0	0.00	58.0	4,788.48
SR SYSTEMS ANALYST	120.80	26.0	3,140.80	123.5	14,918.80
<b>TOTAL LABOR</b>		26.0	3,140.80	181.5	19,707.28
MATERIALS & SUPPLIES			0.00		4,457.30
POSTAGE/SHIPPING			0.00		118.06
<b>SUBTOTAL ODCS</b>					4,575.36
GENERAL & ADMIN 12.30%			0.00		562.77
<b>TOTAL NON-LABOR BILLABLE</b>			0.00		5,138.13
<b>TOTAL BILLING</b>			3,140.80		24,845.41

2/19/2013 9:05:32 AM

**Curson-Marsteller Budget Tracking Updated Through 04.30.2013**

JS Department of Housing and Urban Development (22222177)  
 Contract # C-OPO-23863  
 Report Date : 05.09.2013

**Budget Snapshot**

Acquisition/Purchase Request No.	R-2010-TM-00017	R-2010-TM-00017	R-2010-TM-00017
Period of Performance	7/07/2012-7/06/2013	7/07/2012-7/06/2013	7/07/2012-7/06/2013
Total Budget	1,287,561.28	1,241,561.28	46,000.00
Total Expended	878,041.21	878,041.21	-
Remaining Budget	409,520.07	363,520.07	46,000.00
Type of Award	T&M & FFP	T&M	(Fee) Market Plan Optional
Planned /Actual Completion Date	7/6/2013	7/6/2013	7/6/2013

**Client Tracker**

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Undigudated Obligation	Budget Utilization
CLIN 0101	46,000.00	-	-	46,000.00	
CLIN 0102	211,635.42	35,000.87	132,441.68	79,193.74	62.58%
CLIN 0103	567,513.64	19,415.29	495,845.54	71,668.10	87.37%
CLIN 0105	334,889.22	18,799.88	234,025.69	100,863.53	69.88%
CLIN 0106	69,735.00	869.10	2,871.11	66,863.89	4.12%
CLIN 0107	48,788.00	478.12	12,509.06	36,278.94	25.64%
CLIN 0108	9,000.00	-	348.13	8,651.87	3.87%
<b>Contracting Billing Totals</b>	<b>1,287,561.28</b>	<b>74,563.26</b>	<b>878,041.21</b>	<b>409,520.07</b>	<b>68.18%</b>

CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

**Monthly Budget Tracking**

Item Type	CLIN#	Description	Parties	Task Order Budget	Apr-13	Total Cumulative	Budget Remaining	Budget Utilization
T&M	0102	Marketing Materials Services	BM / HCDI	211,635.42	35,000.87	132,441.68	79,193.74	62.58%
T&M	0103	Media Relations/ Clips Services Labor & Materials	BM / HCDI	567,513.64	19,415.29	495,845.54	71,668.10	87.37%
T&M	0105	Third Party Outreach and Validation Labor	BM / HCDI	334,889.22	18,799.88	234,025.69	100,863.53	69.88%
T&M	0106	Legislative Tracking Labor	BM / HCDI	69,735.00	869.10	2,871.11	66,863.89	4.12%
T&M	0107	Web Page Support Labor	BM / HCDI	48,788.00	478.12	12,509.06	36,278.94	25.64%
CR	0108	Travel	BM / HCDI	9,000.00	-	348.13	8,651.87	3.87%
<b>Total NTE Amount</b>		<b>Total 0102 Through 0108</b>		<b>1,241,561.28</b>	<b>74,563.26</b>	<b>878,041.21</b>	<b>363,520.07</b>	<b>70.72%</b>
FFP	0101	Marketing Plan - Firm Fixed Price-	BM	46,000.00	-	-	46,000.00	0.00%
<b>Totals for CLIN 0101 Through 0108)</b>				<b>1,287,561.28</b>	<b>74,563.26</b>	<b>878,041.21</b>	<b>409,520.07</b>	<b>68.18%</b>

CLIN 0103 is currently @ 87.37%



Burson-Marsteller

Invoice 222105632

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222105632  
Invoice Date: 5/9/2013  
Due Date: 6/8/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Billing Period: April 2013

	Quantity	Rate	Amount
22222177 Option Year 1 (7/7/12-7/6/13)			
22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv.			
<b>Professional Services:</b>			
rounding adjustment	-1.00	0.03	-0.03
Media Trainings 4/8/2013 & 4/10/2013	2.00	5,000.00	10,000.00
<b>Director:</b> (b)(4),(b)(6)	41.50	271.36	11,261.44
<b>Senior Associate:</b> (b)(4),(b)(6)	35.50	180.91	6,422.33
<b>Associate:</b> (b)(4),(b)(6)	7.50	137.83	1,033.74
<b>Professional Services Total</b>			<u>28,717.48</u>
<b>Professional Services:</b>			
Intercompany Fees : BM Beijing			1,560.00
<b>Professional Services Total</b>			<u>1,560.00</u>
<b>Out of Pocket Expenses:</b>			
Prime Lens Production, Inc.			1,429.20
HCD int'l April 2013			3,140.80
Courier			118.23
IFF Fee			35.16
<b>Out of Pocket Expenses Total</b>			<u>4,723.39</u>
22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv. To			<u>35,000.87</u>
22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations			

Please remit to the address below:

CHECKS

WIRES

INQUIRIES

Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 614 4000
--	--	---

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.



**Invoice 222105632**

**UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT**  
**451 SEVENTH STREET, S.W.**  
**ROOM B-133**  
**PC PHASE 3 SL**  
**WASHINGTON DC 20410**

Invoice No: 222105632  
 Invoice Date: 5/9/2013  
 Due Date: 6/8/2013  
 Client No: 22210164  
 Project No: 2222177  
 Client PO Ref:

Attn. TERRY CARR

	Quantity	Rate	Amount
<b>Professional Services:</b>			
rounding adjustment	-1.00	0.09	-0.09
Media Training 4/5/2013	1.00	6,500.00	6,500.00
<b>Managing Director:</b>			
(b)(4),(b)(6)	6.00	340.28	2,041.68
<b>Director:</b>			
(b)(4),(b)(6)	8.50	271.36	2,306.56
<b>Senior Associate:</b>			
(b)(4),(b)(6)	15.50	180.91	2,804.11
<b>Associate:</b>			
(b)(4),(b)(6)	23.75	137.83	3,273.52
<b>Client Staff Assistant:</b>			
(b)(4),(b)(6)	34.00	73.22	2,489.51
<b>Professional Services Total</b>			<b>19,415.29</b>
<b>22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations Total</b>			<b>19,415.29</b>

**22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach**

<b>Professional Services:</b>			
rounding adjustment	-1.00	0.01	-0.01
<b>Director:</b>			
(b)(4),(b)(6)	56.25	271.36	15,264.00
<b>Senior Associate:</b>			
(b)(4),(b)(6)	17.50	180.91	3,165.94
<b>Associate:</b>			

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 814 4000

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.



**Invoice 222105632**

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
 451 SEVENTH STREET, S.W.  
 ROOM B-133  
 PC PHASE 3 SL  
 WASHINGTON DC 20410

Invoice No: 222105632  
 Invoice Date: 5/9/2013  
 Due Date: 6/8/2013  
 Client No: 22210164  
 Project No: 2222177  
 Client PO Ref:

Attn: TERRY CARR

	Quantity	Rate	Amount
(b)(4),(b)(6)	1.50	137.83	<u>206.75</u>
Professional Services Total			478.12
2222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support Tot			<u>478.12</u>

INVOICE TOTAL DUE USD 74,563.26  
 PAYMENT DUE 8/8/2013

Please remit to the address below:  
**CHECKS**

**WIRES**

**INQUIRIES**

Burson-Marsteller  
 PO Box 101880  
 Atlanta, GA 30392-1880

Bank: Wells Fargo  
 Account Name: Burson-Marsteller  
 Routing No: (b)(4)  
 Account No:  
 Swift Code

Burson-Marsteller US  
 230 Park Avenue South  
 New York NY 10003-1528  
 (212) 614 4000

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.



Burson-Marsteller  
 1100 Vermont Avenue, N.W.  
 Suite 1200  
 Washington, DC 20005

T 202.530.0400  
 F 202.530.4500

www.bm.com

June 10, 2013

Terry Carr  
 Senior Advisor, Communications and Congressional Relations  
 Government National Mortgage Association  
 Potomac Center South  
 550 12th Street, SW, Third Floor  
 Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from May 1, 2013 through May 31, 2013.

The May invoice totals \$38,859.56 in professional services and out-of-pocket costs, and breaks down as follows:

- \$16,923.45 for Third Party Outreach / Conferences, Events & Outreach Support
- \$13,174.83 for Media Relations & Clips Services
- \$7,845.87 for Marketing Materials Services
- \$507.28 for Legislative Tracking
- \$408.13 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0101	46,000.00	-	-	46,000.00	
CLIN 0102	211,635.42	7,845.87	140,287.55	71,347.87	66.20%
CLIN 0103	567,513.64	13,174.83	509,020.37	58,493.27	89.69%
CLIN 0105	334,889.22	16,923.45	250,949.14	83,940.08	74.93%
CLIN 0106	69,735.00	507.28	3,378.39	66,356.61	4.84%
CLIN 0107	48,788.00	408.13	12,917.19	35,870.81	26.48%
CLIN 0108	9,000.00	-	348.13	8,651.87	3.87%
<b>Contracting Billing Totals</b>	<b>1,287,561.28</b>	<b>38,859.56</b>	<b>916,900.77</b>	<b>370,660.51</b>	<b>71.21%</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

**Summary of Activities: May 1, 2013 through May 31, 2013**

In May, Burson-Marsteller (B-M) delivered on a number of key communications initiatives on behalf of Ginnie Mae. These included preparing for, moderating and participating in a Communications Strategy meeting with Ginnie Mae's communications team; providing strategic guidance for Ginnie Mae's participation at the MBA's Secondary Market Conference & Expo, including coordinating media opportunities for Ted Tozer and John Getchis; providing recommendations on promoting Ted Tozer and Mary Kinney through proactive media outreach to secure feature opportunities; offering presentation and coaching ideas for Ginnie Mae leadership; and executing the development of collateral materials related to Ginnie Mae's rebranding initiative.

In addition, B-M completed numerous baseline activities throughout the month, including providing ongoing strategic counsel and guidance on daily activities and deliverables; coordinating and drafting the June Stakeholder Letter; developing *HUD Happenings* articles and providing guidance on topics for

future submissions; developing presentation materials and PowerPoint slides for senior leadership; providing guidance on potential speaking engagements and industry events; and delivering daily media monitoring reports to Ginnie Mae staff.

### **Third Party Outreach / Conferences, Event & Outreach Support**

- Provided strategic guidance and counsel to Ginnie Mae on the organization's conference policies and procedures on 5/2/13.
- Developed a memo outlining all fiscal year (FY) 2013 accomplishments for the Ginnie Mae communications team and B-M team, and submitted to Ginnie Mae on 5/6/13.
- Provided recommendations on images to be used in the May Communications Connection and submitted options to Ginnie Mae on 5/8/13 and 5/9/13.
- Developed and submitted a presentation/coaching proposal on 5/10 to Ginnie Mae for consideration to be used for Ted Tozer.
- Developed a new Ginnie Mae branded biography for Mary Kinney and submitted to Ginnie Mae on 5/14/13.
- Hosted and participated in a Communications Strategy meeting with the Ginnie Mae communications team on 5/16/13.
  - Developed detailed notes from the Communications Strategy meeting and submitted to Ginnie Mae on 5/21/13 for review and next steps.

### **Media Relations and Clips Services**

- Distributed daily media monitoring reports to Ginnie Mae staff.
- Participated in weekly conference calls with Ginnie Mae communications team.
- Coordinated media outreach efforts on behalf of Ginnie Mae for the MBA Secondary Market Conference & Expo throughout the month of May. Specific actions included:
  - Compiled a target list of media attending the event and submitted to Ginnie Mae on 5/1/13.
  - Drafted media pitches for interviews with Ted Tozer and John Getchis, and submitted to Ginnie Mae on 5/1/13.
  - Pitched, scheduled and confirmed media interviews with *National Mortgage News*, Bloomberg News and *HousingWire* on 5/2/13, 5/3/13, 5/6/13 and 5/7/13.
  - Tracked and sent media placements to Ginnie Mae on 5/7/13, 5/8/13, 5/13/13, 5/15/13 and 5/17/13.
  - Coordinated an interview for John Getchis with John Bancroft from IMF Publications on 5/15/13.
- Provided price quotes for reprints of Ted Tozer's byline article for *Mortgage Banking Magazine* and coordinated with Ginnie Mae on the potential purchase of such reprints on 5/2/13 and 5/6/13.
- Updated the media and new messaging tracker with up-to-date coverage, and submitted to Ginnie Mae on 5/3/13.
- Continued to coordinate initiatives for promoting Ted Tozer and Mary Kinney throughout the month of May. Specific actions included:
  - Provided strategic guidance on pursuing a potential HARP 2.0 story with the media and submitted recommendations to Ginnie Mae on 5/7/13.
  - Developed a target media list and drafted a media pitch note for a potential executive profile on Mary Kinney, and submitted to Ginnie Mae on 5/17/13.
  - Conducted media outreach for a potential executive profile on Mary Kinney during the weeks of 5/20/13 and 5/27/13.
- Gathered information on pricing for adding additional IMF subscriptions and submitted to Ginnie Mae on 5/15/13.
- Submitted copies of an advertorial published by *National Mortgage News* to Ginnie Mae on 5/30/13.

**Marketing Materials Services**

- Revised the May Stakeholder Letter on Ginnie Mae's Securitization Platform modernization and submitted the updated version to Ginnie Mae on 5/1/13. Additional revisions were made on 5/6/13, 5/7/13 and 5/8/13. The final version was distributed to all Ginnie Mae stakeholders on 5/8/13.
- Continued to coordinate with HCDI and Ginnie Mae to revise the new Ginnie Mae memo template and submitted the final, approved version to Ginnie Mae on 5/1/13.
- Developed a *HUD Happenings* article on Ginnie Mae's participation at MBA's Secondary Market Conference & Expo and submitted to Ginnie Mae on 5/17/13. Revisions were made on 5/20/13.
- Developed the June Stakeholder Letter on the key issues relevant to Ginnie Mae that were discussed during MBA's Secondary Market Conference & Expo, and submitted to Ginnie Mae on 5/22/13. Revisions were made on 5/23/13 and 5/31/13.

**Legislative Tracking**

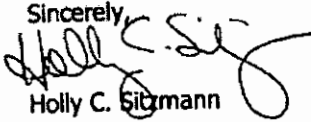
- Coordinated with Bloomberg Government regarding subscription services on Ginnie Mae's behalf during the month of May.

**Webpage Support**

- Developed the April Issuance Chart & Summary and submitted to Ginnie Mae on 5/3/13.
- Developed the April UPB Chart & Summary and submitted to Ginnie Mae on 5/13/13.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,



Holly C. Sidmann  
Director





Burson-Marsteller

Invoice 222106351

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222106351  
Invoice Date: 6/10/2013  
Due Date: 7/10/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Billing Period: May 2013

	Quantity	Rate	Amount
22222177 Option Year 1 (7/7/12-7/6/13)			
22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv.			
Period: May, 2013			
Professional Services:			
rounding adjustment	-1.00	0.03	-0.03
Director: (b)(4),(b)(6)	15.25	271.36	4,138.24
Senior Associate: (b)(4),(b)(6)	16.00	180.91	2,894.58
Associate: (b)(4),(b)(6)	3.25	137.83	447.96
Professional Services Total			7,480.75
Out of Pocket Expenses:			362.40
HCDI May invoice			2.72
IFF HCDI			365.12
Out of Pocket Expenses Total			7,845.87
22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv. To			

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations

Period: May, 2013			
Professional Services:			
rounding adjustment	-1.00	0.09	-0.09
Managing Director:			

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528 (212) 614 4000



Burson-Marsteller

Invoice 222106351

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT
451 SEVENTH STREET, S.W.
ROOM B-133
PC PHASE 3 SL
WASHINGTON DC 20410

Invoice No: 222106351
Invoice Date: 6/10/2013
Due Date: 7/10/2013
Client No: 22210164
Project No: 22222177
Client PO Ref:

Attn. TERRY CARR

Table with 4 columns: Description, Quantity, Rate, Amount. Includes rows for Senior Director, Director, Senior Associate, Associate, Client Staff Assistant, and Professional Services Total.

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations Total

22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach

Period: May, 2013

Professional Services:
rounding adjustment

-1.00 0.04 -0.04

Director: (b)(4),(b)(6)

45.50 271.36 12,346.88

Senior Associate: (b)(4),(b)(6)

22.25 180.91 4,025.28

Associate: (b)(4),(b)(6)

4.00 137.83 551.33
16,923.45

Professional Services Total

16,923.45

22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach Tot

Please remit to the address below:
CHECKS

WIRES

INQUIRIES

Burson-Marsteller
PO Box 101880
Atlanta, GA 30392-1880

Bank: Wells Fargo
Account Name: Burson-Marsteller
Routing No: (b)(4)
Account No:
Swift Code

Burson-Marsteller US
230 Park Avenue South
New York NY 10003-1528
(212) 614 4000



Burson-Marsteller

Invoice 222106351

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3.SL.  
WASHINGTON DC 20410

Invoice No: 222106351  
Invoice Date: 6/10/2013  
Due Date: 7/10/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Quantity Rate Amount

22222177-005 Option Year 1 (7/7/12-7/6/13) / Legislative Tracking

Period: May, 2013

Out of Pocket Expenses:			503.50
Bloomberg May invoice			3.78
IFF Bloomberg			507.28
Out of Pocket Expenses Total			<u>507.28</u>

22222177-005 Option Year 1 (7/7/12-7/6/13) / Legislative Tracking Tot

22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support

Period: May, 2013

Professional Services:

Director:	0.25	271.36	67.84
(b)(4),(b)(6)			
Senior Associate:	1.50	180.91	271.37
(b)(4),(b)(6)			
Associate:	0.50	137.83	68.92
(b)(4),(b)(6)			408.13
Professional Services Total			<u>408.13</u>

22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support Tot

INVOICE TOTAL DUE USD 38,859.56  
PAYMENT DUE 7/10/2013

Please remit to the address below:  
CHECKS

WIRES

INQUIRIES

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000

Date : 6/10/13  
4:57:24 PM GMT+01:00  
Run by: Kenneth Somerville

# Invoice Backup



Currency Type:            Currency  
Invoice Number(s):      222106351

Invoice No. 222106351  
Client 22210164 UNITED STATES DEPT OF HOUSING &  
          URBAN DEVELOPMENT

Invoice Date 6/10/13  
Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

# Invoice Backup



Invoice No. 222106351

Invoice Date 6/10/13

Company Burson-Marsteller US (222)

Client 22210164 UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT

Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv.

Time

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Director	Client Billable	Incorporated GNMA Comma Team edits to stakeholder letter	5/1/13	1.00	271.36	271.36
	Director	Client Billable	Incorporated Mary's edits to stakeholder letter; Copy edits	5/2/13	1.00	271.36	271.36
	Director	Client Billable	Finalized stakeholder letter with client; reviewed conference materials	5/6/13	1.25	271.36	339.20
	Senior Associate	Client Billable	Stakeholder Letter	5/6/13	1.00	180.91	180.91
	Director	Client Billable	Reviewed materials for client	5/7/13	0.75	271.36	203.52
	Director	Client Billable	Reviewed materials for client	5/8/13	0.50	271.36	135.68
	Senior Associate	Client Billable	Stakeholder Letter; account mgt.	5/8/13	2.00	180.91	361.82
	Director	Client Billable	Provided newsletter support	5/9/13	0.75	271.36	203.62
	Senior Associate	Client Billable	Materials review; image for newsletter; account mgt.	5/9/13	2.00	180.91	361.82
	Director	Client Billable	Reviewed agenda and provided edits	5/10/13	0.25	271.36	67.84
	Senior Associate	Client Billable	Review materials for Stakeholder Letter; materials & deliverables; acct mgt	5/13/13	1.50	180.91	271.37
	Associate	Client Billable	HUD Happenings.	5/14/13	1.50	137.83	208.75
	Director	Client Billable	Stakeholder Letter Discussion	5/14/13	1.00	271.36	271.36
	Senior Associate	Client Billable	Review materials for Stakeholder Letter; HUD Happenings; Meeting coordination	5/14/13	2.50	180.91	452.28
	Associate	Client Billable	Revising HH.	5/15/13	0.75	137.83	103.37
	Director	Client Billable	Prep for Strategy Meeting	5/15/13	1.50	271.36	407.04
	Senior Associate	Client Billable	Draft Stakeholder Letter; HUD Happenings	5/15/13	4.00	180.91	723.64
	Director	Client Billable	Communications Strategy Meeting; Reviewed stakeholder letter discussion	5/16/13	1.75	271.36	474.88
	Senior Associate	Client Billable	Client strategy meeting	5/16/13	1.50	180.91	271.37
	Associate	Client Billable	Proofing/submitting HUD happenings.	5/17/13	0.50	137.84	68.92
	Associate	Client Billable	Revising/resending HUD Happenings.	5/20/13	0.50	137.84	68.92
	Director	Client Billable	HUD Happenings Guidance and Review	5/20/13	1.25	271.36	339.20
	Director	Client Billable	Stakeholder Letter Review and Edits	5/21/13	1.25	271.36	339.20
	Director	Client Billable	Stakeholder Letter Review and Edits	5/22/13	1.75	271.36	474.88
	Senior Associate	Client Billable	Stakeholder Letter	5/22/13	1.00	180.91	180.91
	Director	Client Billable	Stakeholder Review and Edits	5/23/13	1.00	271.36	271.36
	Senior Associate	Client Billable	Stakeholder Letter	5/23/13	0.50	180.92	90.46
	Director	Client Billable	Stakeholder Review and Edits	5/24/13	0.25	271.36	67.84
Default	Fee Write Down	rounding adjustment	5/31/13	(1.00)	0.03	(0.03)	
<b>Time Total</b>					<b>33.60</b>		<b>7,480.75</b>

Write up/down employee WDC Public Affairs

Costs

Vendor

HCD INTERNATIONAL, INC.

Invoice No.

06012013

Task

Scheduled Bill Out of Pockets

Design

Description

IFF -HCDI

MARKETING MATERIALS

Date

5/31/13

6/8/13

Trans No.

222120047

222508250

Costs Total

Invoiced

2.72

362.40

365.12

### Invoice Backup

Invoice No. 222108351  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 6/10/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Associate	Client Billable	Recap note. Pitching for MBA Secondary.	5/1/13	2.50	137.83	344.58
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media clips; media compile	5/1/13	2.50	73.22	183.06
	(b)(4),(b)(6)	Director	Client Billable	Pitch discussion; drafted pitches and provided direction to team	5/1/13	2.00	271.36	542.72
	(b)(4),(b)(6)	Managing Director	Client Billable	review and analyze coverage	5/1/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Associate	Client Billable	Pitching for MBA Secondary.	5/2/13	2.00	137.83	275.66
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media clips; media compile	5/2/13	3.50	73.22	256.27
	(b)(4),(b)(6)	Managing Director	Client Billable	review and analyze coverage	5/2/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Senior Associate	Client Billable	MBM reprint request	5/2/13	0.25	180.82	45.23
	(b)(4),(b)(6)	Associate	Client Billable	Coordinating/following up with meeting logistics.	5/3/13	1.50	137.83	206.75
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media clips	5/3/13	1.50	73.22	109.83
	(b)(4),(b)(6)	Managing Director	Client Billable	review and analyze coverage	5/3/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Senior Associate	Client Billable	Review media tracker	5/3/13	0.50	180.82	90.46
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	media clips	5/8/13	1.50	73.22	109.83
	(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	5/6/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Senior Associate	Client Billable	News clips; coordinate PDF of T.Tazer's byline from MBM; correspondence re: media interviews at MBA Secondary	5/8/13	1.00	180.91	180.91
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	media clips	5/7/13	1.75	73.22	128.14
	(b)(4),(b)(6)	Director	Client Billable	Reviewed media coverage on HARP 2.0	5/7/13	0.50	271.36	135.68
	(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	5/7/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Senior Associate	Client Billable	correspondence re: news clips and media interviews at MBA Secondary	5/7/13	1.00	180.91	180.91
	(b)(4),(b)(6)	Senior Director	Client Billable	media counsel	5/7/13	0.25	271.36	67.84
	(b)(4),(b)(6)	Associate	Client Billable	Weekly deliverables.	5/8/13	1.00	137.83	137.83
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	media clips	5/8/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	5/8/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Senior Associate	Client Billable	Agenda	5/8/13	0.50	180.82	90.46
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	media clips	5/8/13	1.00	73.22	73.22
	(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	5/8/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Associate	Client Billable	Weekly call.	5/10/13	1.50	137.83	206.75

### Invoice Backup



Invoice No. 222106351  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 6/10/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Bursan-Marsteller US (222)

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	media clips	5/16/13	1.50	73.22	109.83
		Director	Client Billable	Weekly team meeting and prep	5/10/13	1.25	271.36	339.20
		Managing Director	Client Billable	Review and analyze coverage	5/10/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Weekly client call; review materials	5/10/13	1.50	180.91	271.37
		Associate	Client Billable	Deliverables - we had a call on Friday (recap notes) and on Tuesday of this week.	5/13/13	0.75	137.83	103.37
		Client Staff Assistant	Client Billable	Media clips	5/13/13	1.75	73.22	128.14
		Managing Director	Client Billable	Review and analyze coverage	5/13/13	0.25	340.28	85.07
		Associate	Client Billable	Weekly call.	5/14/13	1.50	137.83	206.75
		Client Staff Assistant	Client Billable	Media clips	5/14/13	1.50	73.22	109.83
		Director	Client Billable	Weekly Team Meeting and Prep for Call; Post Meeting Discussion	5/14/13	1.75	271.36	474.88
		Managing Director	Client Billable	Review and analyze coverage	5/14/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Weekly client call; team regroup	5/14/13	2.00	180.91	361.82
		Associate	Client Billable	Recap notes. Flagging media coverage to client.	5/15/13	1.00	137.83	137.83
		Client Staff Assistant	Client Billable	Media clips	5/15/13	0.75	73.22	54.92
		Director	Client Billable	Reviewed recap notes and provided edits	5/15/13	0.25	271.36	67.84
		Managing Director	Client Billable	Review and analyze coverage	5/15/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Media interview coordination	5/15/13	0.50	180.92	90.46
		Associate	Client Billable	Deliverables.	5/16/13	0.75	137.83	103.37
		Client Staff Assistant	Client Billable	Media clips	5/16/13	1.75	73.22	128.14
		Director	Client Billable	Reviewed agenda and provided edits	5/16/13	0.25	271.36	67.84
		Managing Director	Client Billable	Review and analyze coverage	5/16/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Media pitch and list for executive profile; review news clips	5/16/13	2.00	180.91	361.82
		Associate	Client Billable	Media monitoring. Deliverables.	5/17/13	2.25	137.83	310.12
		Managing Director	Client Billable	Review and analyze coverage	5/17/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Review news clips	5/17/13	0.50	180.92	90.46
		Associate	Client Billable	Media monitoring - filling in for Emily. Weekly call.	5/20/13	3.00	137.83	413.49
		Director	Client Billable	Team Meeting and prep	5/20/13	1.25	271.36	339.20
		Managing Director	Client Billable	Review and analyze coverage	5/20/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Weekly client call; correspondence re: M.Kinney exec profile pitch	5/20/13	1.50	180.91	271.37
		Associate	Client Billable	Media monitoring - filling in for Emily. Recap notes.	5/21/13	2.50	137.83	344.58

### Invoice Backup



Invoice No. 222108351  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 6/10/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Director	Client Billable	Reviewed and provided edits to recap notes	5/21/13	0.25	271.36	87.84
		Managing Director	Client Billable	Review and analyze coverage	5/21/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Outreach for M.Kinney exec profile	5/21/13	0.50	180.92	90.46
		Associate	Client Billable	Media monitoring - filling in for Emily.	5/22/13	1.50	137.83	206.75
		Managing Director	Client Billable	Review and analyze coverage	5/22/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Follow up on M.Kinney exec profile	5/22/13	0.50	180.92	90.46
		Associate	Client Billable	Media monitoring - filling in for Emily. Deliverables. Catch up in Mary Kinney pitching.	5/23/13	2.75	137.83	379.03
		Managing Director	Client Billable	Review and analyze coverage	5/23/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Follow up on M.Kinney exec profile; coordinate media outreach; search for IMF article	5/23/13	1.50	180.91	271.37
		Associate	Client Billable	Media monitoring - filling in for Emily. Deliverables.	5/24/13	2.00	137.83	275.66
		Director	Client Billable	Weekly deliverables	5/24/13	0.50	271.36	135.68
		Managing Director	Client Billable	Review and analyze coverage	5/24/13	0.25	340.28	85.07
		Senior Associate	Client Billable	News clips; coordinate media outreach	5/24/13	0.50	180.92	90.46
		Associate	Client Billable	Weekly call.	5/27/13	0.50	137.84	68.92
		Associate	Client Billable	Recap notes.	5/28/13	0.50	137.84	68.92
		Client Staff Assistant	Client Billable	media clips	5/28/13	1.00	73.22	73.22
		Director	Client Billable	Prep for call; Weekly Call	5/28/13	1.00	271.36	271.36
		Managing Director	Client Billable	Review and analyze coverage	5/28/13	0.25	340.28	85.07
		Associate	Client Billable	Media outreach for M. Kinney story.	5/29/13	0.75	137.83	103.37
		Client Staff Assistant	Client Billable	media clips	5/29/13	2.00	73.22	146.44
		Director	Client Billable	Reviewed and edited recap notes	5/29/13	0.25	271.36	67.84
		Managing Director	Client Billable	Review and analyze coverage	5/29/13	0.25	340.28	85.07
		Associate	Client Billable	Deliverables.	5/30/13	0.50	137.84	68.92
		Client Staff Assistant	Client Billable	media clips	5/30/13	2.00	73.22	146.44
		Director	Client Billable	Reviewed and edited agenda	5/30/13	0.25	271.36	67.84
		Managing Director	Client Billable	Review and analyze coverage	5/30/13	0.25	340.28	85.07
		Associate	Client Billable	Deliverables. Media outreach for M. Kinney story.	5/31/13	1.50	137.83	206.75
		Client Staff Assistant	Client Billable	media clips	5/31/13	1.25	73.22	91.53
		Default	Fee Write Down	rounding adjustment	5/31/13	(1.00)	0.09	(0.09)

Write up/down employee WDC  
 Public Affairs



## Invoice Backup



Invoice No. 222106351  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 6/10/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
<b>22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach</b>					<b>Date</b>	<b>Hours</b>	<b>Rate</b>	<b>Invoiced</b>
					<b>Time Total</b>	<b>88.76</b>		<b>13,174.83</b>

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Director	Client Billable	Account Management & Strategic Counsel	5/1/13	2.00	271.36	542.72
	(b)(4),(b)(6)	Senior Associate	Client Billable	MBA Secondary outreach call; recap notes; YTD accomplishments summary	5/1/13	2.50	180.91	452.28
	(b)(4),(b)(6)	Director	Client Billable	Account Management & Strategic Counsel; Procedures Meeting	5/2/13	2.50	271.36	678.40
	(b)(4),(b)(6)	Senior Associate	Client Billable	MBA Secondary outreach; conferences/events client call	5/2/13	2.00	180.91	361.82
	(b)(4),(b)(6)	Director	Client Billable	Account Management	5/3/13	1.00	271.36	271.36
	(b)(4),(b)(6)	Senior Associate	Client Billable	YTD accomplishments summary; MBA Secondary outreach coord.	5/3/13	2.00	180.91	361.82
	(b)(4),(b)(6)	Director	Client Billable	Account Management & Strategic Counsel; YTD accomplishments memo to client	5/6/13	2.25	271.36	610.56
	(b)(4),(b)(6)	Senior Associate	Client Billable	YTD accomplishments; billing memo	5/8/13	3.00	180.91	542.73
	(b)(4),(b)(6)	Director	Client Billable	Account Management & Strategic Counsel; HARP 2.0 memo	5/7/13	3.00	271.36	814.08
	(b)(4),(b)(6)	Senior Associate	Client Billable	billing; correspondence re: HARP 2.0 and thought leadership	5/7/13	1.50	180.91	271.37
	(b)(4),(b)(6)	Director	Client Billable	Account Management & Strategic Counsel; Reviewed monthly billing	5/8/13	2.75	271.36	746.24
	(b)(4),(b)(6)	Senior Associate	Client Billable	Image for newsletter; account mgt	5/8/13	1.50	180.91	271.37
	(b)(4),(b)(6)	Director	Client Billable	Account Management & Email Correspondence	5/9/13	1.25	271.36	339.20
	(b)(4),(b)(6)	Senior Associate	Client Billable	Billing; dashboard	5/9/13	1.50	180.91	271.37
	(b)(4),(b)(6)	Director	Client Billable	Account Management & Strategic Counsel; Meeting with Don re: coaching; drafted proposal and sent to client	5/10/13	3.25	271.36	881.92
	(b)(4),(b)(6)	Senior Associate	Client Billable	Billing & account mgt	5/10/13	0.75	180.91	135.68
	(b)(4),(b)(6)	Director	Client Billable	Account Management & Strategic Counsel	5/13/13	2.00	271.36	542.72
	(b)(4),(b)(6)	Senior Associate	Client Billable	Recap notes	5/13/13	0.50	180.92	90.48
	(b)(4),(b)(6)	Associate	Client Billable	Comms Strategy Meeting prep - printing materials, scheduling room and food.	5/14/13	1.00	137.83	137.83
	(b)(4),(b)(6)	Director	Client Billable	Account Management & Strategic Counsel	5/14/13	2.25	271.36	610.56
	(b)(4),(b)(6)	Director	Client Billable	Account Management & Strategic Counsel	5/15/13	2.75	271.36	746.24
	(b)(4),(b)(6)	Senior Associate	Client Billable	Recap notes; account mgt	5/15/13	1.00	180.91	180.91
	(b)(4),(b)(6)	Associate	Client Billable	Prep and Comms Strategy Meeting	5/16/13	2.50	137.83	344.58
	(b)(4),(b)(6)	Director	Client Billable	Account Management & Strategic Counsel; Strategy Meeting	5/16/13	3.25	271.36	881.92
	(b)(4),(b)(6)	Senior Associate	Client Billable	Client strategy meeting	5/16/13	1.50	180.91	271.37
	(b)(4),(b)(6)	Director	Client Billable	Account Management	5/17/13	1.00	271.36	271.36
	(b)(4),(b)(6)	Senior Associate	Client Billable	Deliverables; account mgt	5/17/13	1.50	180.91	271.37
	(b)(4),(b)(6)	Director	Client Billable	Account management and Strategic Counsel; Started work on strategy meeting recap	5/20/13	3.00	271.36	814.08
	(b)(4),(b)(6)	Director	Client Billable	Account management and Strategic Counsel; Completed strategy meeting recap	5/21/13	3.00	271.36	814.08
	(b)(4),(b)(6)	Senior Associate	Client Billable	Recap notes; review strategy meeting notes; account mgt and billing	5/21/13	2.00	180.91	361.82
	(b)(4),(b)(6)	Director	Client Billable	Account management and Strategic Counsel; buy-back discussion	5/22/13	2.00	271.36	542.72
	(b)(4),(b)(6)	Director	Client Billable	Discussion about buy-backs; Account management and Email Correspondence	5/23/13	2.00	271.36	542.72

# Invoice Backup

Invoice No. 222106351

Invoice Date 6/10/13

Company Burson-Marsteller US (222)

Client 22210164 UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT

Main Project 2222177 Option Year 1 (7/7/12-7/6/13)

## 2222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach

Time	Level	Task	Description	Date	Hours	Rate	Invoiced	
Employee (b)(4),(b)(6)	Senior Associate	Client Billable	Weekly deliverables	5/23/13	1.00	180.91	180.91	
	Associate	Client Billable	Pulling comms meeting documents per Gina's request	5/24/13	0.50	137.84	68.92	
	Director	Client Billable	Account management and email correspondence	5/24/13	1.00	271.38	271.38	
	Director	Client Billable	Account Management and Strategic Counsel	5/28/13	1.25	271.38	339.20	
	Director	Client Billable	Account Management	5/29/13	1.75	271.38	474.88	
	Director	Client Billable	Account Management, Document Review	5/30/13	2.25	271.38	810.58	
	Director	Client Billable	rounding adjustment	5/31/13	(1.00)	0.04	(0.04)	
	Default	Fee Write Down						
					<b>Time Total</b>	<b>70.75</b>		<b>16,823.46</b>

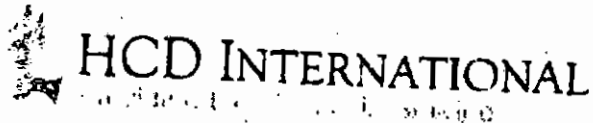
Write up/down employee WDC Public Affairs

## 2222177-005 Option Year 1 (7/7/12-7/6/13) / Legislative Tracking

Costs	Invoice No.	Task	Description	Date	Trans No.	Invoiced
Vendor	5601984849	Other Production Costs	B-GOV SUBSCRIPTION SERVICES	5/20/13	222507746	503.50
BLOOMBERG L.P. DBA BLOOMBERG FINANCE L.P.		Scheduled Bff Out of Pockets	IFF - Bloomberg	5/31/13	222120047	3.78
					<b>Costs Total</b>	<b>507.28</b>

## 2222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support

Time	Level	Task	Description	Date	Hours	Rate	Invoiced
Employee (b)(4),(b)(6)	Associate	Client Billable	April Issuance	5/3/13	0.50	137.84	68.92
	Senior Associate	Client Billable	Project hours from website CLIN for intranet task order; April Issuance	5/3/13	1.00	180.91	180.91
	Director	Client Billable	Summary	5/8/13	0.25	271.38	67.84
	Senior Associate	Client Billable	MBM Article- Confirm for web	5/13/13	0.50	180.92	90.46
			UPB Summary				
				<b>Time Total</b>	<b>2.26</b>		<b>408.13</b>
						<b>Invoice on Account Amount</b>	<b>0.00</b>
						<b>Invoice 222106351 Total</b>	<b>38,859.56</b>



4390 Parliament Place, Suite A  
Lanham, MD 20706

June 5, 2013

**Monthly Billing Report**  
**Rebranding and Website Support Effort**

Duration: May 1, 2013 - May 31, 2013

Dear Holly,

Attached please find an invoice from HCD International for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from May 1<sup>st</sup> through May 31<sup>st</sup> 2013.

The May invoice totals \$362.40 in professional services and out-of-pocket costs, and breaks down as follows:

• Schedule for Marketing Materials Services

✦ **Summary of Activities: May 1, 2013 – May 31, 2013**

Activities performed by HCD International during the period of May 1<sup>st</sup> through May 31<sup>st</sup> 2013 includes the re-building of the Header of the Ginnie Mae "Memo" MS Word Template to allow Ginnie Mae to edit the office in the header of the document.

✦ **Marketing Materials Services**

• Re-build of the header for the Ginnie Mae "Memo" Microsoft Word Template (5/1/13)

✦ **Conference, Event, and Outreach Support**

• No Activities for this reporting period.

✦ **Web Page Support**

• No Activities for this reporting period.

On behalf of the HCD International team, it's always a pleasure working with you. Please contact me at 301.552.8803 if you have any questions or require additional information regarding this invoice.



**HCD INTERNATIONAL**

Quality Home Inspection Services

4390 Parliament Place, Suite A  
Lanham, MD 20706

Sincerely,



Jean Drummond

President

BILLING #: 000022

PAGE: 01  
BILLING DATE: 06/05/13

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: SHARON BALKAM

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: (b)(4)

TOTAL CONTRACT: 285,983.86  
CONTRACT NAME: GNMA - CLIN 001

BILL PD FROM:	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
05/01/13					
TO: 05/31/13					
SR RESEARCH ASST	(b)(4)		0.00	58.0	4,788.48
SR SYSTEMS ANALYST	(b)(4)		362.40	127.0	15,341.60
TOTAL LABOR			362.40	185.0	20,130.08
MATERIALS & SUPPLIES			0.00		4,457.30
POSTAGE/SHIPPING			0.00		118.06
SUBTOTAL ODCS			0.00		4,575.36
GENERAL & ADMIN			0.00		562.77
TOTAL NON-LABOR BILLABLE			0.00		5,138.13
TOTAL BILLING			362.40		25,268.21

## CHANGES IN BLOOMBERG FINANCE L.P. REMITTANCE INSTRUCTIONS

(All Countries except Argentina, Bermuda, China, India, Japan, Korea, Germany, Austria & Thailand)

\*\*\*Please submit this letter to your Accounts Payable department with your invoice(s)\*\*\*

Dear Valued Bloomberg Customer:

This letter is to inform you of changes to our remittance instructions for your country.

Bloomberg offers three options for payments made in USD \$: ACH, wire and check. Please note the options available for USD payments from your country if your banking institution is located outside of the United States.

While we strongly recommend that you include invoice numbers in your electronic payment, we realize that some payment systems cannot accommodate this.

Customers remitting payment by wire - please submit payment details via email or fax to:  
cashteamW@bloomberg.net 917 369 3700

Customers remitting payment by ACH - continue to submit payment details via email or fax to:  
cashteam1@bloomberg.net 917 369 7955

If your firm remits payment by both wire and ACH, the payment remittance information should be segregated by type because they are processed by different units.

### Additional change for customers who remit via ACH

As of Sept 18, 2009, if you remit ACH payments with funds initiated from a non U.S. bank or financial agency you may be required to use the new IAT format. Please contact your financial institution to ensure that you are compliant with the new regulation. If you are unsure of your status please wire funds.

It is important that you notify us of any changes to your invoice delivery contact or email address. You may contact your Bloomberg Customer Financial Services representative with any questions.

For your convenience we have attached our new standard payment instructions on the following page.

Thank you.

Bloomberg Customer Financial Services

\*\*The BLOOMBERG PROFESSIONAL service is owned and distributed globally by Bloomberg Finance L.P. (a wholly owned subsidiary of Bloomberg L.P.) and its subsidiaries. Bloomberg L.P. provides Bloomberg Finance L.P. with all global marketing and operational support services for the BLOOMBERG PROFESSIONAL service.

[BLOOMBERG L.P. 731 LEXINGTON AVENUE NEW YORK, NY 10022]  
[www.bloomberg.com]

**Burson-Marsteller Budget Tracking Updated Through 05.31.2013**

US Department of Housing and Urban Development (22222177)

Contract # C-OPO-23863

Report Date : 06.10.2013

**Budget Snapshot**

Requisition/Purchase Request No.	R-2010-TN-00017	R-2010-TN-00017	R-2010-TN-00017
Period of Performance	7/07/2012-7/06/2013	7/07/2012-7/06/2013	7/07/2012-7/06/2013
Total Budget	1,287,861.28	1,241,581.28	46,000.00
Total Expended	916,900.77	916,900.77	-
Remaining Budget	370,660.51	324,680.51	46,000.00
Type of Award	T&M & FFP	T&M	Fee) Market Plan Optional
Planned /Actual Completion Date	7/6/2013	7/6/2013	7/6/2013

**Client Tracker**

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0101	46,000.00	-	-	46,000.00	
CLIN 0102	211,635.42	7,845.87	140,287.55	71,347.87	66.29%
CLIN 0103	567,513.64	13,174.83	509,020.37	58,493.27	89.69%
CLIN 0105	334,889.22	16,923.45	250,949.14	83,940.08	74.93%
CLIN 0106	69,735.00	507.28	3,378.39	66,356.61	4.84%
CLIN 0107	48,788.00	408.13	12,917.19	35,870.81	26.48%
CLIN 0108	9,000.00	-	348.13	8,651.87	3.87%
<b>Contracting Billing Totals</b>	<b>1,287,561.28</b>	<b>38,859.56</b>	<b>916,900.77</b>	<b>370,660.51</b>	<b>71.21%</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

**Monthly Budget Tracking**

Item Type	CLIN#	Description	Parties	Task Order Budget	May-13	Total Cumulative	Budget Remaining	Budget Utilization
T&M	0102	Marketing Materials Services	BM / HC DI	211,635.42	7,845.87	140,287.55	71,347.87	66.29%
T&M	0103	Media Relations/ Clips Services Labor & Materials	BM / HC DI	567,513.64	13,174.83	509,020.37	58,493.27	89.69%
T&M	0105	Third Party Outreach and Validation Labor	BM / HC DI	334,889.22	16,923.45	250,949.14	83,940.08	74.93%
T&M	0106	Legislative Tracking Labor	BM / HC DI	69,735.00	507.28	3,378.39	66,356.61	4.84%
T&M	0107	Web Page Support Labor	BM / HC DI	48,788.00	408.13	12,917.19	35,870.81	26.48%
CR	0108	Travel	BM / HC DI	9,000.00	-	348.13	8,651.87	3.87%
<b>Total NTE Amount</b>		<b>Total 0102 Through 0108</b>		<b>1,241,581.28</b>	<b>38,859.56</b>	<b>916,900.77</b>	<b>324,680.51</b>	<b>73.85%</b>
FFP	0101	Marketing Plan - Firm Fixed Price-	0101 BM	48,000.00	-	-	48,000.00	0.00%
<b>Totals for CLIN 0101 Through 0108)</b>				<b>1,287,561.28</b>	<b>38,859.56</b>	<b>916,900.77</b>	<b>370,660.51</b>	<b>71.21%</b>

Burson Invoice  
Option Year 1

A	B	C	DEF	G	H	I	J	K	L	M	N
ITEM NUMBER	DESCRIPTION	Total Amount Obligated		July	Special	August	September	October	November	December	1-Jan
1	FFP 0001	Marketing Plan	\$46,000.00								
2											
3											
4											
5	0202-	Marketing Material Services	\$170,958.00								
6		Managing Director									
7		Director									
8		Manager							\$1,424.64	\$1,085.44	\$8,819.20
9		Senior Associate		\$45.23				\$407.06	\$361.83	\$1,130.72	\$6,874.64
10		Associate						\$68.92	\$516.87	\$1,929.65	\$999.29
11		Client Executive									
12		Client Staff Assistant									
13		Intern									
14		ODC's					\$495.29	\$763.19	\$732.65	\$1,512.63	\$5,543.49
15											
16	0203A,B	Media Relations/Clips Services	\$510,562.00								
17		Managing Director		\$1,616.33		\$9,017.42	\$2,041.68	\$1,446.19		\$1,616.33	
18		Director		\$9,701.12		\$14,178.56	\$12,753.92	\$13,635.84		\$24,354.56	
19		Manager									
20		Senior Associate		\$7,236.44		\$11,216.48	\$4,251.39	\$11,216.46		\$9,497.84	
21		Associate		\$6,030.11		\$8,442.12	\$8,890.10	\$6,615.90		\$9,096.83	\$34.46
22		Client Executive						\$58.15		\$436.14	
23		Client Staff Assistant		\$1,922.07		\$3,475.50	\$2,013.60	\$2,448.60		\$2,050.20	\$2,196.63
24		Intern		\$567.33							\$2,269.86
25		Media Training									
26		ODC's		\$4,807.88		\$719.96	\$14,904.50	\$41.34	\$19.76	\$795.00	
27		Fixed Fee									
28											
29	T&M 0003B	Media Relations Services Materials									
30											
31	T&M 0204A,B	Conference Event, and Outreach Support	\$101,867.00								
32		Managing Director				\$1,871.54					
33		Director		\$12,211.20		\$13,160.96					
34		Manager									
35		Senior Associate		\$3,663.41		\$4,432.33					
36		Associate		\$895.92		\$2,722.17					
37		Client Executive									
38		Client Staff Assistant		\$146.44							
39		Intern									
40		ODC's				\$24.60					



Burson Invoice  
Option Year 1

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
41														
42	T&M 0004B	Conference Event, and Outreach Support Materials												
43														
44	T&M 0205A	Third Party Outreach	\$161,783.00											
45		Managing Director								\$255.21			\$1,446.19	\$1,616.33
46		Director								\$4,002.56	\$15,535.36	\$6,309.12	\$20,691.20	\$18,384.64
47		Manager												
48		Senior Associate								\$1,899.57	\$3,437.31	\$1,854.33	\$14,789.51	\$7,372.11
49		Associate								\$206.75	\$1,102.67	\$413.50	\$7,236.14	\$4,445.06
50		Client Executive											\$552.43	\$261.68
51		Client Staff Assistant									\$29.08		\$164.75	\$823.75
52		Intern												
53		ODC's										\$5,700.00		
54														
55	T&M 0005B	Third Party Outreach Materials												
56														
57														
58	T&M 0206A	Legislative Tracking	\$79,039.00											
59		Managing Director												
60		Director								\$339.20				
61		Manager												
62		Senior Associate												\$316.60
63		Associate							\$241.21					
64		Client Executive												
65		Client Staff Assistant												
66		Intern												
67		ODC's												
68														
69	T&M 0006B	Legislative Tracking Materials												
70														
71	T&M 0207A	Web Page Support	\$120,927.00											
72														
73	T&M 0007B	Web Page Support Labor												
74		Managing Director												
75		Director								\$2,917.12	\$814.08	\$542.72		\$542.72
76		Manager												
77		Senior Associate					\$271.37		\$180.92		\$633.20	\$587.97	\$226.15	\$1,447.29





Burson Invoice  
Option Year 1

	Q	R	S	T	U	V	W	X	Y
41									
42									
43									
44				\$45,492.66	\$166,920.34				
45									
46	\$15,264.00	\$12,346.88							
47									
48	\$3,165.94	\$4,025.28							
49	\$344.59	\$551.33							
50									
51									
52									
53	\$25.36								
54									
55									
56									
57									
58				\$580.41	\$69,154.59				
59									
60									
61									
62	\$361.82								
63									
64									
65									
66									
67	\$507.28	\$507.28							
68									
69									
70									
71									
72									
73				\$8,810.12	\$39,977.88				
74									
75		\$67.84							
76									
77	\$271.37	\$271.37							





Burson-Marsteller

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

July 8, 2013

Terry Carr  
Senior Advisor, Communications and Congressional Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from June 1, 2013 through June 30, 2013.

The June invoice totals \$31,327.22 in professional services and out-of-pocket costs, and breaks down as follows:

- \$13,685.62 for Media Relations & Clips Services\*
- \$13,599.08 for Third Party Outreach / Conferences, Events & Outreach Support
- \$3,036.66 for Marketing Materials Services
- \$642.96 for Legislative Tracking
- \$362.90 for Web Page Support

*\*Please note that an outstanding invoice from PR Newswire for \$290.00 has been included in this month's billing report. The invoice was for a media advisory that was distributed on June 29, 2012 on Ginnie Mae's behalf for President Ted Tozer's participation at the White House Refinance Roundtable in Cincinnati, Ohio.*

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CUN, etc)	Contract Amt Obligated:	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0101	46,000.00	-	-	46,000.00	
CLIN 0102	211,635.42	3,036.66	143,324.21	68,311.21	67.72%
CLIN 0103	567,513.64	13,685.62	522,705.99	44,807.65	92.10%
CLIN 0105	334,889.22	13,599.08	264,548.22	70,341.00	79.00%
CLIN 0106	69,735.00	642.96	4,021.35	65,713.65	6.77%
CLIN 0107	48,788.00	362.90	13,280.09	35,507.91	27.22%
CLIN 0108	9,000.00	-	348.13	8,651.87	3.87%
<b>Contracting Billing Totals</b>	<b>1,287,561.28</b>	<b>31,327.22</b>	<b>948,227.99</b>	<b>339,333.29</b>	<b>73.66%</b>

*(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)*

**Summary of Activities: June 1, 2013 through June 30, 2013**

In June, Burson-Marsteller (B-M) delivered on a number of key communications initiatives on behalf of Ginnie Mae. These included preparing for and participating in a second Communications Strategy meeting with Ginnie Mae's communications team; conducting proactive media outreach to further promote Ted Tozer and Mary Kinney; coordinating media opportunities for Mary Kinney with *Government Executive* and *National Mortgage Professional*; and offering presentation and coaching ideas for Ginnie Mae leadership.

In addition, B-M completed numerous baseline activities throughout the month, including providing ongoing strategic counsel and guidance on daily activities and deliverables; providing guidance on the July Stakeholder Letter; developing two *HUD Happenings* articles and providing recommendations on topics for future submissions; developing presentation materials and PowerPoint slides for senior leadership; providing guidance on potential speaking engagements, industry events and industry-wide issues; and delivering daily media monitoring reports to Ginnie Mae staff.

#### **Media Relations and Clips Services**

- Distributed daily media monitoring reports to Ginnie Mae staff.
- Participated in weekly conference calls with Ginnie Mae communications team.
- Continued to coordinate initiatives for promoting Ginnie Mae's senior leadership throughout the month of June. Specific actions included:
  - Conducted media outreach for a potential executive profile on Mary Kinney during the weeks of 6/3/13 and 6/10/13.
  - Secured an editorial opportunity for Mary Kinney with *Government Executive* for a byline article in the publication's "Excellence in Government" section.
  - Secured an interview opportunity with *National Mortgage Professional* for an executive Q&A with Mary Kinney on 6/10/13 and coordinated opportunity details during the weeks of 6/17/13 and 6/24/13. The interview is currently scheduled for the Fall of 2013.
  - Developed the byline article by Mary Kinney for *Government Executive*, titled "How to Improve Employee Satisfaction by 50 Percent," and submitted to Ginnie Mae on 6/13/13. Revisions were made and the final version was submitted to the publication on 6/20/13.
    - The article was published online on 6/21/13 and is being considered for the publication's print edition as well.
    - Coordinated with *Government Executive* and Ginnie Mae to make corrections to the article on 6/27/13 and 6/28/13.
  - Coordinated a potential broadcast opportunity for Ginnie Mae leadership, specifically Ted Tozer and/or Mary Kinney, with *National Mortgage Professional's* new online network, Mortgage News Network, during the weeks of 6/10/13, 6/17/13 and 6/24/13.
- Coordinated with IMF and Ginnie Mae to confirm subscription renewals for fiscal year (FY) 2014 during the weeks of 6/3/13, 6/17/13 and 6/24/13.
  - Ginnie Mae confirmed the same number of subscriptions (60) will be renewed for the next fiscal year.
- Updated the media and message penetration tracker to include all Ginnie Mae mentions and inquiries for the month of May and submitted to Ginnie Mae on 6/7/13.
  - Revised the media and message penetration tracker to only include FY 2013 media coverage and submitted to Ginnie Mae on 6/12/13.
- Coordinated with the *Washington Post's* Abha Bhattarai to make a correction in the reporter's article, titled "Freddie Mac hopes to increase transparency with releases of raw mortgage data," that inaccurately referenced Ginnie Mae as a GSE on 6/10/13.

#### **Third Party Outreach/Conferences, Event & Outreach Support**

- Participated in a Communications Strategy meeting with Ginnie Mae to discuss objectives and tactics for FY 2014 on 6/20/13.
  - This second meeting had a specific focus on internal communications and served as a follow-up to the first meeting held in May.

#### **Marketing Materials Services**

- Revised the June Stakeholder Letter that touched on key issues relevant to Ginnie Mae that were discussed during MBA's Secondary Market Conference & Expo and submitted to Ginnie Mae on 6/3/13 and 6/5/13. The final version was distributed to all Ginnie Mae stakeholders on 6/5/13.
- Updated the master distribution list for Ginnie Mae's monthly Stakeholder Letter on 6/5/13.

- Developed a *HUD Happenings* article on Ginnie Mae's outstanding May issuance and submitted to Ginnie Mae on 6/13/13.
- Developed a *HUD Happenings* article on the possible consolidation of the Ginnie Mae I and II programs and submitted to Ginnie Mae on 6/21/13. Revisions were made on 6/24/13.

**Legislative Tracking**

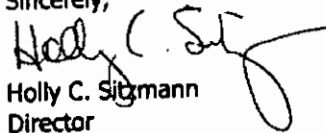
- Coordinated with Bloomberg Government regarding subscription services on Ginnie Mae's behalf during the month of June.

**Webpage Support**

- Developed the May Issuance Chart & Summary and submitted to Ginnie Mae on 6/7/13.
- Developed the May UPB Chart & Summary and submitted to Ginnie Mae on 6/18/13.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,



Holly C. Sitzmann  
Director





Burson-Marsteller

Invoice 222106910

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM 8-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222106910  
Invoice Date: 7/8/2013  
Due Date: 8/7/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn: TERRY CARR

Billing Period: June 2013

	Quantity	Rate	Amount
22222177 Option Year 1 (7/7/12-7/6/13)			
22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv.			
<b>Professional Services:</b>			
rounding adjustment	-1.00	0.03	-0.03
<b>Director:</b> (b)(4),(b)(6)	4.50	271.36	1,221.12
<b>Senior Associate:</b> (b)(4),(b)(6)	7.75	180.91	1,402.07
<b>Associate:</b> (b)(4),(b)(6)	3.00	137.83	413.50
<b>Professional Services Total</b>			<u>3,036.66</u>
22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv. To			<u>3,036.66</u>

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations

<b>Professional Services:</b>			
rounding adjustment	-1.00	0.10	-0.10
<b>Managing Director:</b> (b)(4),(b)(6)	4.50	340.28	1,531.26
<b>Director:</b> (b)(4),(b)(6)	13.50	271.36	3,663.36
<b>Senior Associate:</b>			

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528 (212) 614 4000



Burson-Marsteller

Invoice 222106910

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222106910  
Invoice Date: 7/8/2013  
Due Date: 8/7/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn: TERRY CARR

	Quantity	Rate	Amount
Kelly Blum	18.75	180.91	3,392.09
Associate: (b)(4),(b)(6)	20.00	137.83	2,756.63
Client Staff Assistant: (b)(4),(b)(6)	28.00	73.22	2,050.20
<b>Professional Services Total</b>			<b>13,393.44</b>
Out of Pocket Expenses:			290.00
Wire Service			2.18
IFF charge			292.18
<b>Out of Pocket Expenses Total</b>			<b>290.00</b>
<b>22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations Total</b>			<b>13,685.62</b>

22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach

Professional Services:			
Director: (b)(4),(b)(6)	43.75	271.36	11,872.00
Senior Associate: (b)(4),(b)(6)	7.50	180.91	1,356.83
Associate: (b)(4),(b)(6)	2.50	137.83	344.58
<b>Professional Services Total</b>			<b>13,573.41</b>
Out of Pocket Expenses:			25.48
Shipping & Freight			0.19
IFF charge			25.67
<b>Out of Pocket Expenses Total</b>			<b>25.67</b>
<b>22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach Tot</b>			<b>13,599.08</b>

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 614 4000

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.



Burson-Marsteller

Invoice 222106910

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
 451 SEVENTH STREET, S.W.  
 ROOM B-133  
 PC PHASE 3 SL  
 WASHINGTON DC 20410

Invoice No: 222106910  
 Invoice Date: 7/8/2013  
 Due Date: 8/7/2013  
 Client No: 22210164  
 Project No: 22222177  
 Client PO Ref:

Attn: TERRY CARR

	Quantity	Rate	Amount
<b>22222177-005 Option Year 1 (7/7/12-7/6/13) / Legislative Tracking</b>			
Professional Services:			
rounding adjustment	-1.00	0.01	-0.01
Senior Associate:	0.75	180.92	135.69
(b)(4),(b)(6)			135.68
Professional Services Total			
Out of Pocket Expenses:			503.50
Bloomberg			3.78
IFF charge			507.28
Out of Pocket Expenses Total			642.96
<b>22222177-005 Option Year 1 (7/7/12-7/6/13) / Legislative Tracking Tot</b>			

**22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support**

Professional Services:			
Director:	0.25	271.36	67.84
(b)(4),(b)(6)			
Senior Associate:	1.25	180.91	226.14
(b)(4),(b)(6)			
Associate:	0.50	137.83	68.92
(b)(4),(b)(6)			362.90
Professional Services Total			362.90
<b>22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support Tot</b>			

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528 (212) 614 4000

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.



Burson-Marsteller

Invoice 222106910

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222106910  
Invoice Date: 7/8/2013  
Due Date 8/7/2013  
Client No: 22210164  
Project No: 22222177  
Client PO Ref:

Attn. TERRY CARR

Quantity Rate Amount

INVOICE TOTAL DUE USD 31,327.22

PAYMENT DUE 8/7/2013

Please remit to the address below:

CHECKS

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

WIRES

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code:

INQUIRIES

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000



## Invoice Backup

Currency Type: Currency  
 Invoice Number(s): 222106910

Invoice No. 222106910      Invoice Date 7/8/13      Company Burson-Marsteller US (222)  
 Client 22210164 UNITED STATES OEPT OF HOUSING & URBAN DEVELOPMENT      Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

**22222177-001 Option Year 1 (7/7/12-7/6/13) / Mktg Materials Serv.**

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Associate	Client Billable	Review Stakeholder letter.	8/4/13	0.50	137.84	68.92
		Director	Client Billable	Final review of stakeholder letter; researched new names for distribution	8/4/13	1.25	271.36	339.20
		Senior Associate	Client Billable	Follow up correspondence	8/4/13	0.50	180.92	90.46
		Director	Client Billable	Issuance release reviews and clarification	8/5/13	0.75	271.36	203.52
		Senior Associate	Client Billable	Stakeholder Letter	8/5/13	1.00	180.91	180.91
		Senior Associate	Client Billable	Deliverables	8/7/13	1.00	180.91	180.91
		Associate	Client Billable	Review May Issuance MH.	8/12/13	0.50	137.84	68.92
		Senior Associate	Client Billable	HUD Happenings	8/12/13	1.50	180.91	271.37
		Director	Client Billable	Reviewed and provided edits to HUD Happenings	8/13/13	1.00	271.36	271.36
		Senior Associate	Client Billable	HUD Happenings	8/13/13	0.75	180.91	135.68
		Director	Client Billable	Discussion on elements of HUD Happenings	8/19/13	0.25	271.36	67.84
		Senior Associate	Client Billable	HUD Happenings	8/19/13	0.50	180.92	90.46
		Senior Associate	Client Billable	HUD Happenings	8/20/13	1.50	180.91	271.37
		Associate	Client Billable	HUD Happenings revision.	8/21/13	2.00	137.83	275.66
		Director	Client Billable	Reviewed and provided direction and edits to HUD Happenings	8/21/13	1.25	271.36	339.20
		Senior Associate	Client Billable	HUD Happenings; Ted Tozer bio	8/24/13	1.00	180.91	180.91
		Default	Fee Write Down	rounding adjustment	8/30/13	(1.00)	0.03	(0.03)
				<b>Time Total</b>		<b>14.25</b>		<b>3,036.64</b>

White up/down employee WOC  
 Public Affairs

**22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations**

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Associate	Client Billable	Weekly call. Reach out to WBJ for Mary Kinney profile piece.	8/3/13	1.50	137.83	206.75
		Client Staff Assistant	Client Billable	Media clips; monthly media coverage report	8/3/13	2.75	73.22	201.36
		Director	Client Billable	Call prep and weekly call	8/3/13	1.00	271.36	271.36
		Managing Director	Client Billable	Review and analyze coverage	8/3/13	0.25	340.28	85.07
		Associate	Client Billable	Doing a final sweep and sending daily clips. Recap notes.	8/4/13	1.50	137.83	206.75
		Client Staff Assistant	Client Billable	media clips	8/4/13	1.00	73.22	73.22
		Director	Client Billable	Reviewed and edited recap notes	8/4/13	0.50	271.36	135.68
		Managing Director	Client Billable	Review and analyze coverage	8/4/13	0.25	340.28	85.07
		Associate	Client Billable	Follow up with WBJ contact, reach out to Mortgage Professional Magazine.	8/5/13	0.50	137.84	68.92
		Client Staff Assistant	Client Billable	media clips	8/5/13	1.25	73.22	91.53

Invoice Details



# Invoice Backup

Invoice No. 222106910  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 7/8/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations

Time

(b)(4),(b)(6)

Level	Task	Description	Date	Hours	Rate	Invoiced
Managing Director	Client Billable	Review and analyze coverage	6/5/13	0.25	340.28	85.07
Senior Associate	Client Billable	Review news clips; review materials; update on MK media outreach	6/5/13	1.60	180.91	271.37
Client Staff Assistant	Client Billable	media clips	6/6/13	1.50	73.22	109.83
Managing Director	Client Billable	Review and analyze coverage	6/6/13	0.25	340.28	85.07
Senior Associate	Client Billable	Review materials/recap notes; correspondence re: news clips template	6/6/13	1.25	180.91	226.14
Associate	Client Billable	Deliverables. Reaching out to Terry re: Gov. Exec op.	6/7/13	1.50	137.83	208.75
Client Staff Assistant	Client Billable	media clips	6/7/13	1.50	73.22	109.83
Director	Client Billable	Agenda review; provided support for Government Executive communications.	6/7/13	1.00	271.36	271.36
Managing Director	Client Billable	Review and analyze coverage	6/7/13	0.25	340.28	85.07
Senior Associate	Client Billable	Media/messaging tracker	6/7/13	0.50	180.92	90.46
Associate	Client Billable	Corresponding with Government Executive. Finalizing agenda.	6/10/13	1.00	137.83	137.83
Client Staff Assistant	Client Billable	Media clips	6/10/13	1.25	73.22	91.53
Director	Client Billable	Oversaw media correction in article; prepped for weekly meeting	6/10/13	1.25	271.36	339.20
Managing Director	Client Billable	review and analyze coverage	6/10/13	0.25	340.28	85.07
Senior Associate	Client Billable	Washington Post correction	6/10/13	1.00	180.91	180.91
Associate	Client Billable	Weekly call.	6/11/13	1.50	137.83	208.75
Client Staff Assistant	Client Billable	Media clips	6/11/13	1.25	73.22	91.53
Director	Client Billable	Weekly meeting and follow up	6/11/13	1.50	271.36	407.04
Managing Director	Client Billable	review and analyze coverage	6/11/13	0.25	340.28	85.07
Senior Associate	Client Billable	Weekly client call and internal debrief	6/11/13	1.75	180.91	318.59
Associate	Client Billable	Revising media tracker.	6/12/13	1.00	137.83	137.83
Client Staff Assistant	Client Billable	Media clips	6/12/13	1.50	73.22	109.83
Director	Client Billable	Reviewed and provided edits to recap notes; provided oversight and management of changes to media tracker	6/12/13	1.25	271.36	339.20
Managing Director	Client Billable	review and analyze coverage	6/12/13	0.25	340.28	85.07
Senior Associate	Client Billable	Read news clips	6/12/13	0.50	180.92	90.46
Associate	Client Billable	Corresponding with National Mortgage Professional re: Mary Kinney opp. Recap notes. Review GE byline.	6/13/13	3.00	137.83	413.48
Client Staff Assistant	Client Billable	Media clips	6/13/13	1.25	73.22	91.53
Director	Client Billable	Reviewed and provided edits to agenda	6/13/13	0.25	271.36	67.84
Managing Director	Client Billable	review and analyze coverage	6/13/13	0.25	340.28	85.07
Senior Associate	Client Billable	Gov Exec byline article	6/13/13	1.00	180.91	180.91
Associate	Client Billable	Researching/reaching out to NMP and GE. Deliverables.	6/14/13	2.00	137.83	275.66
Client Staff Assistant	Client Billable	Media clips	6/14/13	1.50	73.22	109.83

# Invoice Backup

Invoice No. 222106910  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 7/8/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/8/13)

Company Burson-Marsteller US (222)

22222177-002 Option Year 1 (7/7/12-7/8/13) / Media Relations

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Managing Director	Client Billable	review and analyze coverage	8/14/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Read news clips	8/14/13	0.25	180.82	45.23
		Associate	Client Billable	Weekly call/debrief.	8/17/13	1.50	137.83	206.75
		Client Staff Assistant	Client Billable	Media clips	8/17/13	1.50	73.22	109.83
		Director	Client Billable	Call Prep and Weekly Meeting, as well as follow up; Coordination of IMF costs for standalone product	8/17/13	1.50	271.38	407.04
		Managing Director	Client Billable	Review and analyze coverage	8/17/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Weekly client call and internal debrief; review Gov Exec byline	8/17/13	2.00	180.91	361.82
		Associate	Client Billable	Recap notes	8/18/13	0.75	137.83	103.37
		Client Staff Assistant	Client Billable	Media clips	8/18/13	1.50	73.22	109.83
		Director	Client Billable	Recap notes edits and review	8/18/13	0.75	271.38	203.52
		Managing Director	Client Billable	Review and analyze coverage	8/18/13	0.25	340.28	85.07
		Senior Associate	Client Billable	recap notes	8/18/13	1.00	180.91	180.91
		Associate	Client Billable	Reviewing Government Executive piece and submitting to pub.	8/19/13	1.00	137.83	137.83
		Client Staff Assistant	Client Billable	Media clips	8/19/13	1.25	73.22	91.53
		Managing Director	Client Billable	Review and analyze coverage	8/19/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Gov Exec byline	8/19/13	1.00	180.91	180.91
		Associate	Client Billable	Reviewing Government Executive piece and submitting to pub.	8/20/13	0.50	137.84	68.92
		Client Staff Assistant	Client Billable	Media clips	8/20/13	1.25	73.22	91.53
		Senior Associate	Client Billable	Comma Strategy meeting w/ client; Gov Exec byline	8/20/13	2.00	180.91	361.82
		Associate	Client Billable	Deliverables	8/21/13	1.00	137.83	137.83
		Client Staff Assistant	Client Billable	Media clips	8/21/13	1.00	73.22	73.22
		Director	Client Billable	News and Notes Review and Discussion; Agenda review, reviewed press coverage re: HUD announcements	8/21/13	1.75	271.38	474.88
		Client Staff Assistant	Client Billable	media clips	8/24/13	1.00	73.22	73.22
		Managing Director	Client Billable	review and analyze coverage	8/24/13	0.25	340.28	85.07
		Client Staff Assistant	Client Billable	media clips	8/25/13	1.25	73.22	91.53
		Director	Client Billable	Meeting Prep and Team Weekly Meeting	8/26/13	1.25	271.38	339.20
		Managing Director	Client Billable	review and analyze coverage	8/25/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Weekly client call, team regroup	8/25/13	1.50	180.91	271.37
		Client Staff Assistant	Client Billable	media clips	8/28/13	1.50	73.22	109.83
		Director	Client Billable	Reviewed and edited recap notes	8/26/13	0.25	271.38	67.84
		Managing Director	Client Billable	review and analyze coverage	8/26/13	0.25	340.28	85.07



### Invoice Backup

Invoice No. 222106910  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 7/8/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

**22222177-002 Option Year 1 (7/7/12-7/6/13) / Media Relations**

**Time**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced	
(b)(4),(b)(6)	Senior Associate	Client Billable	Recap notes	8/28/13	1.00	180.91	180.91	
	Associate	Client Billable	Deliverables.	8/27/13	1.00	137.83	137.83	
	Client Staff Assistant	Client Billable	media clips	8/27/13	1.50	73.22	109.83	
	Director	Client Billable	Govt Exec discussion of next steps with client	8/27/13	0.75	271.36	203.52	
	Managing Director	Client Billable	review and analyze coverage	8/27/13	0.25	340.28	85.07	
	Senior Associate	Client Billable	Agenda & deliverables	8/27/13	1.00	180.91	180.91	
	Associate	Client Billable	Corresponding with Gov. Exec.	8/28/13	0.75	137.83	103.37	
	Client Staff Assistant	Client Billable	media clips	8/28/13	1.50	73.22	109.83	
	Director	Client Billable	Coordination of source data change for post	8/28/13	0.50	271.36	135.68	
	Managing Director	Client Billable	review and analyze coverage	8/28/13	0.25	340.28	85.07	
	Senior Associate	Client Billable	Deliverables; Gov Exec correction; Media targets for BCJ	8/28/13	1.50	180.91	271.37	
	Default	Fee Write Down	rounding adjustment	8/30/13	(1.00)	0.10	(0.10)	
					<b>Time Total</b>	<b>83.78</b>		<b>13,383.44</b>

Public Affairs

WDC

**Costs**

Vendor	Invoice No.	Task	Description	Date	Trans No.	Invoiced
PR NEWSWIRE ASSOCIATION, LLC	101559479	Wire Service	US 1 - OHIO DISTRIBUTION LIST	8/29/12	222508719	290.00
		Scheduled Bill Out of Pockets	IFF (wire service)	8/30/13	222121183	2.18
					<b>Costs Total</b>	<b>292.18</b>

**22222177-004 Option Year 1 (7/7/12-7/6/13) / 3rd Party Outreach**

**Time**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Director	Client Billable	Account management	6/3/13	1.00	271.36	271.36
	Director	Client Billable	Account management & Strategic Counsel	6/4/13	1.25	271.36	339.20
	Director	Client Billable	Account management	6/5/13	1.00	271.36	271.36
	Director	Client Billable	Account management & Strategic Counsel	6/6/13	1.25	271.36	339.20
	Senior Associate	Client Billable	Account management & billing report	6/8/13	2.00	180.91	361.82
	Associate	Client Billable	Proofing May billing cover letter.	6/7/13	0.50	137.84	68.92
	Director	Client Billable	Account management	6/7/13	1.00	271.36	271.36
	Senior Associate	Client Billable	Billing report	6/7/13	1.50	180.91	271.37
	Director	Client Billable	Account Management & Strategic Counsel; Email Correspondence; Reviewed and provided support for billing report	6/10/13	2.75	271.36	748.24
	Senior Associate	Client Billable	Account management - finalize billing letter and invoice	6/10/13	1.00	180.91	180.91
	Director	Client Billable	Account Management & Strategic Counsel; Email Correspondence; Researched for byline article	6/11/13	4.00	271.36	1,085.44

Invoice Details



## Invoice Backup



Invoice No. 222106910  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 7/8/13  
 Main Project 22222177 Option Year 1 (7/7/12-7/6/13)

Company Burson-Marsteller US (222)

**22222177-005 Option Year 1 (7/7/12-7/6/13) / Legislative Tracking**

Time							
Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Senior Associate	Client Billable	Bloomberg Gov invoice	6/18/13	0.50	180.92	90.46
	Senior Associate	Client Billable	Bloomberg Gov invoice	6/24/13	0.25	180.92	45.23
Write up/down employee WDC Public Affairs	Default	Fee Write Down	rounding adjustment	8/30/13	(1.00)	0.01	(0.01)
					<b>Time Total</b>	<b>(0.25)</b>	<b>135.68</b>

Costs						
Vendor	Invoice No.	Task	Description	Date	Trans No.	Invoiced
BLOOMBERG L.P. DBA BLOOMBERG FINANCE L.P.	5602016319	Other Production Costs	B-GOV SUBSCRIPTION SERVICES	6/18/13	222508528	503.50
		Scheduled Bill Out of Pockets	IFF Bloomberg	6/30/13	222121183	3.78
					<b>Costs Total</b>	<b>507.28</b>

**22222177-006 Option Year 1 (7/7/12-7/6/13) / Web Page Support**

Time							
Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Associate	Client Billable	Issuance summary	6/7/13	0.50	137.84	68.92
	Senior Associate	Client Billable	Issuance Summary	6/7/13	0.50	180.92	90.46
	Director	Client Billable	Provided support on reviewing and analyzing issuance report	6/12/13	0.25	271.38	67.84
	Senior Associate	Client Billable	UPB summary	6/18/13	0.75	180.91	135.68
					<b>Time Total</b>	<b>2.00</b>	<b>362.90</b>

Invoice on Account Amount 0.00  
 Invoice 222106910 Total 31,327.22







Burson-Marsteller

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

www.bm.com

July 18, 2013

Terry Carr  
Director, Communications and External Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae for the remainder of the Option Year 1 contract, July 1 – July 6, 2013.

The remaining Option Year 1 invoice totals \$9,639.73 in professional services and out-of-pocket costs, and breaks down as follows:

- \$3,676.26 for Media Relations & Clips Services
- \$3,572.92 for Third Party Outreach / Conferences, Events & Outreach Support
- \$2,390.55 for Marketing Materials Services

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0101	46,000.00	-	-	46,000.00	
CLIN 0102	211,635.42	2,390.55	145,714.76	65,920.66	68.85%
CLIN 0103	567,513.64	3,676.26	526,382.25	41,131.39	92.75%
CLIN 0105	334,889.22	3,572.92	268,121.14	66,768.08	80.04%
CLIN 0106	69,735.00	-	4,021.35	65,713.65	5.77%
CLIN 0107	48,788.00	-	13,280.09	35,507.91	27.22%
CLIN 0108	9,000.00	-	348.13	8,651.87	3.87%
<b>Contracting Billing Totals</b>	<b>1,287,561.28</b>	<b>9,639.73</b>	<b>957,867.72</b>	<b>329,693.56</b>	<b>74.39%</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

### Summary of Activities: July 1, 2013 through July 6, 2013

During the final six days of the Option Year 1 contract, Burson-Marsteller continued to deliver on many key communications initiatives and baseline activities on behalf of Ginnie Mae. These included finalizing and distributing the July Stakeholder Letter; developing a *HUD Happenings* article; providing recommendations for promoting Barbara Cooper-Jones with key industry publications; developing presentation materials and PowerPoint slides for senior leadership; delivering daily media monitoring reports to Ginnie Mae leadership and updating the comprehensive media tracker; and providing ongoing strategic counsel.

### Media Relations and Clips Services

- Participated in the weekly conference call with Ginnie Mae communications team.
- Distributed daily media monitoring reports to Ginnie Mae staff.
- Developed detailed notes from the second in-person Communications Strategy meeting and submitted to Ginnie Mae on 7/1/13.
- Conducted research on key industry publications to target for outreach surrounding a potential executive profile opportunity for Barbara Cooper-Jones and submitted to Ginnie Mae on 7/1/13.

**Burson-Marsteller Budget Tracking Updated Through \*07.06.2013**

US Department of Housing and Urban Development (22222177)

Contract # C-OPO-23863

Report Date : 07.16.2013

**Budget Snapshot**

	R-2010-TN-00017 7/07/2012-7/06/2013	R-2010-TN-00017 7/07/2012-7/06/2013	R-2010-TN-00017 7/07/2012-7/06/2013
Requisition/Purchase Request No.			
Period of Performance			
Total Budget	1,287,561.28	1,241,581.28	46,000.00
Total Expended	957,867.74	957,867.74	-
Remaining Budget	329,693.54	283,693.54	46,000.00
Type of Award	T&M & FFP	T&M & Fee)	Market Plan Optional
Planned /Actual Completion Date	7/6/2013	7/6/2013	7/6/2013

**Client Tracker**

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0101	46,000.00	-	-	46,000.00	
CLIN 0102	211,635.42	2,390.55	145,714.76	65,920.66	68.85%
CLIN 0103	567,513.64	3,676.28	526,382.27	41,131.37	92.75%
CLIN 0105	334,889.22	3,572.92	268,121.14	66,768.08	80.06%
CLIN 0106	69,735.00	-	4,021.35	65,713.65	5.77%
CLIN 0107	48,788.00	-	13,280.09	35,507.91	27.22%
CLIN 0108	9,000.00	-	348.13	8,651.87	3.87%
<b>Contracting Billing Totals</b>	<b>1,287,561.28</b>	<b>9,639.75</b>	<b>957,867.74</b>	<b>329,693.54</b>	<b>74.39%</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

**Monthly Budget Tracking**

Item Type	CLIN#	Description	Parties	Task Order Budget	Jul-13*	Total Cumulative	Budget Remaining	Budget Utilization
T&M	0102	Marketing Materials Services	BM / HCDI	211,635.42	2,390.55	145,714.76	65,920.66	68.85%
T&M	0103	Media Relations/ Clips Services Labor & Materials	BM / HCDI	567,513.64	3,676.28	526,382.27	41,131.37	92.75%
T&M	0105	Third Party Outreach and Validation Labor	BM / HCDI	334,889.22	3,572.92	268,121.14	66,768.08	80.06%
T&M	0106	Legislative Tracking Labor	BM / HCDI	69,735.00	-	4,021.35	65,713.65	5.77%
T&M	0107	Web Page Support Labor	BM / HCDI	48,788.00	-	13,280.09	35,507.91	27.22%
CR	0108	Travel	BM / HCDI	9,000.00	-	348.13	8,651.87	3.87%
<b>Total NTE Amount</b>		<b>Total 0102 Through 0108</b>		<b>1,241,581.28</b>	<b>9,639.75</b>	<b>957,867.74</b>	<b>283,693.54</b>	<b>77.18%</b>
FFP	0101	Marketing Plan - Firm Fixed Price-	0101 BM	46,000.00	-	-	46,000.00	0.00%
<b>Totals for CLIN 0101 Through 0108)</b>				<b>1,287,581.28</b>	<b>-</b>	<b>957,867.74</b>	<b>329,693.54</b>	<b>74.39%</b>



Burson-Marsteller

Burson-Marsteller  
1100 Vermont Avenue, N.W.  
Suite 1200  
Washington, DC 20005

T 202.530.0400  
F 202.530.4500

August 12, 2013

www.bm.com

Terry Carr  
Senior Advisor, Communications and Congressional Relations  
Government National Mortgage Association  
Potomac Center South  
550 12th Street, SW, Third Floor  
Washington, D.C. 20024

Dear Terry,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from July 7, 2013 through July 31, 2013.

The July 7-31 invoice totals \$279,213.64 in professional services and out-of-pocket costs, including annual subscription costs for Inside Mortgage Finance and SourceMedia. The breakdown is as follows:

- \$260,390.63 for Media Relations & Clips Services
- \$9,074.40 for Marketing Materials Services
- \$7,882.37 for Third Party Outreach / Conferences, Events & Outreach Support
- \$1,547.50 for Legislative Tracking
- \$318.74 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0201	46,000.00	-	-	46,000.00	0.00%
CLIN 0202	170,958.00	9,074.40	9,074.40	161,883.60	5.31%
CLIN 0203	510,562.00	260,390.63	260,390.63	250,171.37	51.00%
CLIN 0205	263,650.00	7,882.37	7,882.37	255,767.63	2.99%
CLIN 0206	79,039.00	1,547.50	1,547.50	77,491.50	1.96%
CLIN 0207	120,927.00	318.74	318.74	120,608.26	0.26%
CLIN 0208	8,000.00	-	-	8,000.00	0.00%
<b>Contracting Billing Totals</b>	<b>1,199,136.00</b>	<b>279,213.64</b>	<b>279,213.64</b>	<b>919,922.36</b>	<b>23.28%</b>

**Summary of Activities: July 7, 2013 through July 31, 2013**

From July 7-31, 2013, Burson-Marsteller (B-M) delivered on a number of key communications initiatives on behalf of Ginnie Mae. These included interviewing Ted Tozer about his meeting with FHLB Pittsburgh and Ginnie Mae's partnership with the FHLBs; providing counsel and guidance on loan level disclosure messaging; generating ideas for Ginnie Mae's participation at the MBA's 100<sup>th</sup> Annual Convention and Expo; conducting proactive media outreach to promote Barbara Cooper-Jones; renewing subscriptions to SourceMedia publications; and coordinating an in-person meeting to discuss the distribution lists for the Annual Report and Stakeholder Letter.

In addition, B-M completed numerous baseline activities throughout the month, including providing ongoing strategic counsel and guidance on daily issues, activities and deliverables; distributing the final July Stakeholder Letter; drafting and revising the August Stakeholder Letter titled, "Ginnie Mae Provides Support for Building Strong & Healthy Communities"; writing and submitting two *HUD Happenings* articles and providing recommendations on topics for future submissions; drafting the monthly UPB and Issuance summaries to be posted to the website; providing guidance on potential speaking engagements, industry events and industry-wide issues; flagging relevant Ginnie Mae media coverage; and monitoring and delivering daily media reports to the Ginnie Mae staff.

### **Media Relations and Clips Services**

- Distributed daily media monitoring reports to Ginnie Mae staff.
- Participated in weekly conference calls with Ginnie Mae communications team.
- Flagged relevant Ginnie Mae media coverage which included:
  - Coverage related to the July stakeholder letter on 7/10/13.
  - Coverage in *Inside MBS & ABS* titled "Ginnie Mae Officials Concerned That Many New MBS Issuers Aren't Issuing" quoting Gregory Keith on 7/26/13.
- Continued to coordinate initiatives for promoting Ginnie Mae's senior leadership from July 7-31, 2013. Specific actions included:
  - Researched and presented potential media targets for a profile on Barbara Cooper-Jones on 7/8/13.
  - Pitched to *Secondary Mortgage Executive* for a profile on Barbara Cooper-Jones on 7/30/13.
- Corresponded with the Ginnie Mae team during the weeks of 7/15/13 and 7/22/13 to finalize the subscription renewal for SourceMedia.
- Provided guidance on messaging and provided revisions to the loan level disclosure press release on 7/30/13.

### **Marketing Materials Services**

- Sent the final version of the July 2013 Stakeholder Letter on Ginnie Mae I and II Consolidation on 7/9/13.
- Corresponded with the team regarding the topic for the August Stakeholder Letter during the week of 7/15/13. Drafted the August Stakeholder Letter, "Ginnie Mae Provides Support for Building Strong & Healthy Communities." Submitted to Ginnie Mae for feedback on 7/24/13. Revised the letter on 7/30/13 and 7/31/13.
- Revised the *HUD Happenings* titled "Ginnie Mae President Presents to Harvard University's Joint Center for Housing Studies" on 7/8/13.
- Interviewed Ted Tozer on 7/18/13 for an upcoming *HUD Happenings* regarding his FHLB Pittsburgh visit. Submitted a draft to Ginnie Mae on 7/26/13 and revised on 7/31/13.

### **Third Party Outreach/Conferences, Event & Outreach Support**

- Scheduled an In-Person meeting to discuss the Annual Report and Stakeholder Letter lists in the Ginnie Mae offices on 7/19. Provided documents in advance to the team on 7/15/13.
- Brainstormed and provided recommendations for Ginnie Mae's participation in MBA's 100<sup>th</sup> Annual Convention and Expo on 7/11/13 and 7/18/13. Sent a revised version on 7/23/13.

### **Legislative Tracking**

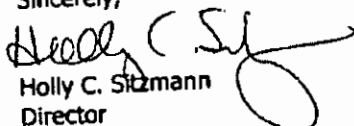
- Coordinated with Bloomberg Government regarding subscription services on Ginnie Mae's behalf during the month of July.

### **Webpage Support**

- Developed the May Issuance Chart & Summary and submitted to Ginnie Mae on 7/10/13.
- Developed the May UPB Chart & Summary and submitted to Ginnie Mae on 7/10/13.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
Holly C. Sitzmann  
Director



Burson-Marsteller

Invoice 222107515

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222107515  
Invoice Date: 8/12/2013  
Due Date: 9/11/2013  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attn. TERRY CARR

Billing Period: July 07, 2013 - July 31, 2013

	Quantity	Rate	Amount
22223239 Opt Yr 2			
22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202			
Period: July, 2013			
Professional Services:			
rounding adjustment	-1.00	0.05	-0.05
Director: (b)(4),(b)(6)	24.75	271.36	6,716.16
Senior Associate: (b)(4),(b)(6)	6.75	180.91	1,221.17
Associate: (b)(4),(b)(6)	8.25	137.83	1,137.12
Professional Services Total			9,074.40
22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202 Tot			9,074.40

22223239-002 Opt Yr 2 / Media Relations - Clin 0203

Period: July, 2013

Professional Services:

rounding adjustment

-1.00 0.07 -0.07

Managing Director:  
(b)(4),(b)(6)

4.75 340.28 1,616.33

Director:  
(b)(4),(b)(6)

9.25 271.36 2,510.08

Senior Associate:

Please remit to the address below:  
CHECKS

WIRES

INQUIRIES

Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528 (212) 614 4000
--	---	---





Burson-Marsteller

Invoice 222107515

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222107515  
Invoice Date: 8/12/2013  
Due Date: 9/11/2013  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attn. TERRY CARR

	Quantity	Rate	Amount
(b)(4),(b)(6)	13.00	180.91	2,351.85
Associate: (b)(4),(b)(6)	14.50	137.83	1,998.55
Client Staff Assistant: (b)(4),(b)(6)	27.50	73.22	2,013.59
<b>Professional Services Total</b>			<b>10,490.33</b>
Out of Pocket Expenses: Subscriptions ( ncluding IFF)			<u>249,900.30</u> 249,900.30
Out of Pocket Expenses Total			<u>260,390.63</u>
22223239-002 Opt Yr 2 / Media Relations - Clin 0203 Total			

22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205

Period: July, 2013

Professional Services:

Director: (b)(4),(b)(6)	26.00	271.36	7,055.36
Senior Associate: (b)(4),(b)(6)	4.00	180.91	723.64
Associate: (b)(4),(b)(6)	0.75	137.83	103.37
<b>Professional Services Total</b>			<b>7,882.37</b>

22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205 Total

22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206

Period: July, 2013 - August, 2013

Please remit to the address below:  
CHECKS

WIRES

INQUIRIES

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000



Burson-Marsteller

Invoice 222107515

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT
451 SEVENTH STREET, S.W.
ROOM B-133
PC PHASE 3 SL
WASHINGTON DC 20410

Invoice No: 222107515
Invoice Date: 8/12/2013
Due Date: 9/11/2013
Client No: 22210164
Project No: 22223239
Client PO Ref:

Attn. TERRY CARR

Table with columns: Quantity, Rate, Amount. Rows include Professional Services: Director (3.50, 271.36, 949.76), Senior Associate (0.50, 180.91, 90.46), Out of Pocket Expenses: Bloomberg (3.78), IFF Bloomberg (507.28).

22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206 Total

22223239-005 Opt Yr 2 / Web Page Support - Clin 0207

Period: July, 2013

Table with columns: Quantity, Rate, Amount. Rows include Professional Services: Senior Associate (1.00, 180.91, 180.91), Associate (1.00, 137.83, 137.83).

22223239-005 Opt Yr 2 / Web Page Support - Clin 0207 Total

INVOICE TOTAL DUE USD 279,213.64

PAYMENT DUE 9/11/2013

Please remit to the address below:

Form with fields for CHECKS, WIRES, and INQUIRIES. Includes Burson-Marsteller address and Wells Fargo account information.

# Invoice Backup



Currency Type: Currency  
 Invoice Number(s): 222107515

Invoice No. 222107515  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 8/12/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202

Time

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Associate	Client Billable	Revising HUD Happenings.	7/8/13	1.00	137.83	137.83
	Director	Client Billable	HUD Happenings Rewrite and Review; Stakeholder Letter Finalization	7/8/13	3.50	271.36	849.76
	Senior Associate	Client Billable	Stakeholder Letter; HUD Happenings	7/8/13	1.50	180.91	271.37
	Director	Client Billable	Final approval re: stakeholder letter	7/8/13	0.25	271.36	67.84
	Senior Associate	Client Billable	Stakeholder Letter; coordinate in-person mtg re: mailing/distro target lists	7/9/13	1.50	180.91	271.37
	Senior Associate	Client Billable	Coordinate in-person meeting	7/10/13	0.50	180.82	90.46
	Senior Associate	Client Billable	Coordinate in-person meeting	7/11/13	0.50	180.92	90.46
	Associate	Client Billable	Stakeholder letter review	7/16/13	0.50	137.84	68.92
	Director	Client Billable	Stakeholder Letter Research; Development of Qs for HUD Happenings	7/16/13	4.75	271.36	1,288.96
	Director	Client Billable	Stakeholder Letter Brainstorming; Correspondence re: HUD Happenings; Started to review mailing lists	7/17/13	2.00	271.36	542.72
	Senior Associate	Client Billable	Stakeholder Letter ideas	7/17/13	0.50	180.82	90.46
	Associate	Client Billable	Interview with Ted for HH.	7/18/13	0.50	137.84	68.92
	Director	Client Billable	Prep for HUD Happenings meeting with Ted; interview with Ted and follow-up with team	7/18/13	1.00	271.36	271.36
	Senior Associate	Client Billable	HUD Happenings interview w/ Ted Tozer	7/18/13	1.00	180.91	180.91
	Director	Client Billable	Researching ideas for stakeholder letter; Reviewing Annual Report mailing list	7/19/13	3.25	271.36	881.92
	Senior Associate	Client Billable	Review stakeholder letter distribution set-up	7/22/13	0.25	180.92	45.23
	Associate	Client Billable	HUD Happenings.	7/23/13	1.50	137.83	208.75
	Director	Client Billable	Drafting the August Stakeholder Letter	7/23/13	3.75	271.36	1,017.60
	Associate	Client Billable	Revising HH. Reviewing stakeholder letter.	7/24/13	2.25	137.83	310.12
	Director	Client Billable	Completed stakeholder letter and sent to client	7/24/13	2.00	271.36	542.72
	Senior Associate	Client Billable	Review stakeholder letter	7/24/13	1.00	180.91	180.91
	Director	Client Billable	Communication re: stakeholder letter	7/26/13	0.75	271.36	203.52
	Director	Client Billable	Reworked stakeholder letter	7/29/13	1.75	271.36	474.88
	Associate	Client Billable	Proofing HH and Stakeholder letter.	7/30/13	1.50	137.83	208.75
	Associate	Client Billable	Proofing HH and Stakeholder letter.	7/31/13	1.00	137.83	137.83
	Default	Fee Write Down	Rounding adjustment	7/31/13	(1.00)	0.05	(0.05)
	Director	Client Billable	Revised stakeholder letter; Additional review of HUD Happenings; Discussion on next HUD Happenings	7/31/13	1.75	271.36	474.88
					<b>Time Total</b>	<b>38.76</b>	<b>9,074.40</b>

Write up/down employee WDC  
 Public Affairs

(b)(4),(b)(6)

22223239-002 Opt Yr 2 / Media Relations - Clin 0203

Time

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
----------	-------	------	-------------	------	-------	------	----------

Invoice Details

## Invoice Backup



**Invoice No.** 222107515  
**Client** 22210164 UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT

**Invoice Date** 8/12/13  
**Main Project** 22223239 Opt Yr 2

**Company** Burson-Marsteller US (222)

**22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206**

**Time**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Director	Client Billable	Account Management & Email Correspondence	7/8/13	2.00	271.38	542.72
	Director	Client Billable	Account Management & Email Correspondence	7/8/13	1.50	271.38	407.04
	Senior Associate	Client Billable	BGov Invoice	7/18/13	0.50	180.92	90.46
				<b>Time Total</b>	<b>4.00</b>		<b>1,040.22</b>

**Costs**

Vendor	Invoice No.	Task	Description	Date	Trans No.	Invoiced
BLOOMBERG L.P. DBA BLOOMBERG FINANCE L.P.	5602057497	Other Production Costs	B-GOV SUBSCRIPTION SERVICES	7/17/13	222509688	503.50
		Scheduled Bill Out of Pockets	IFF charge	8/6/13	222122188	3.78
					<b>Costs Total</b>	<b>507.28</b>

**22223239-005 Opt Yr 2 / Web Page Support - Clin 0207**

**Time**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Associate	Client Billable	UPB and Issuance summaries.	7/10/13	1.00	137.83	137.83
	Senior Associate	Client Billable	UPB and Issuance Summaries	7/10/13	1.00	180.91	180.81
				<b>Time Total</b>	<b>2.00</b>		<b>318.74</b>
						<b>Invoice on Account Amount</b>	<b>0.00</b>
						<b>Invoice 222107516 Total</b>	<b>278,213.64</b>

2223269-002



7910 Woodmont Avenue, Suite 1000  
Bethesda, MD 20814-7019  
Tel (301) 951-1240 ■ Fax (301) 656-1709

# RENEWAL/INVOICE

## INSIDE MORTGAGE FINANCE PUBLICATIONS

INVOICE 24BM20130625  
DATE: JUNE 25, 2013

**TO:**  
Maggie Easterlin  
Burson-Marsteller  
1110 Vermont Ave NW Ste 1100  
Washington, DC 20005

**SHIP TO:**  
GINNIE MAE STAFF as directed

**2013 - 2014 SUBSCRIPTION DISCOUNT PLAN  
(JULY EXPIRATION)**

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
60	<i>Inside Mortgage Finance</i>	\$516	\$30,960.00
60	<i>Inside MBS &amp; ABS</i>	\$599	\$35,940.00
60	<i>Inside FHA Lending</i>	\$269	\$16,140.00
SUBTOTAL			\$83,040.00
SALES TAX			0.00
TOTAL DUE			\$83,040.00

Make all checks payable to Inside Mortgage Finance. We also accept MasterCard, VISA, American Express and ACH payments.  
If you have any questions concerning this invoice, contact Gwen Jones, 301.951.1240

**We appreciate your business.**

22263239-002



# SOURCEMEDIA™

One State Street Plaza 27th Floor  
New York, NY 10004

## Invoice

Invoice#: Bill - 6258037

Date: July 31, 2013

Notice: 1

MAGGIE EASTERLIN  
PUBLIC AFFAIRS & CRISIS  
BURSON MARSTELLER  
1110 VERMONT AVE NW  
WASHINGTON DC 20005  
USA

**TOTAL DUE: \$165,000.00**

Please mark any changes in bill to or ship to information above.

Remit Check to:	ACH/Wire to:	Credit Card:
SourceMedia P.O. Box 4871 Chicago, IL 60680 Check Enclosed <input type="checkbox"/>	Harris National Association Chicago, IL 60690 ABA No (b)(4) Acct No <input type="text"/> Swift No <input type="text"/>	<input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> Discover <input type="checkbox"/> Diners Club Account #: _____ Expire Date: _____ Card Name: _____ Signature: _____

**CUSTOMER SERVICE: 1-800-221-1809 INT'L 1-212-803-8333 OR FAX TO 1-800-235-5552**

Email: [custserv@sourcemedia.com](mailto:custserv@sourcemedia.com)

For proper payment processing indicate account #6258037 with remittance.

Customer is responsible for any transfer fees. US Residency Certificates available upon request.

Federal Tax id: 82-0573550 GST# 88897 7808 RT 0001

American Banker	Ship To:		
Account#: (b)(4)	(b)(4),(b)(6)	Sales Amt:	\$37,960.00
Edition: Electronic & Online	BURSON MARSTELLER	Tax:	\$0.00
Term: 249	1110 VERMONT AVE NW	Credits:	\$0.00
Copies: 1	WASHINGTON DC 20005-3544	Total Due:	\$37,960.00
Expire: 9/9/2014			

Asset Securitization Report	Ship To:		
Account#: (b)(4)	(b)(4),(b)(6)	Sales Amt:	\$48,280.00
Edition: Print & Online	BURSON MARSTELLER	Tax:	\$0.00
Term: 11 Issues	1110 VERMONT AVE NW	Credits:	\$0.00
Copies: 1	WASHINGTON DC 20005-3544	Total Due:	\$48,280.00
Expire: 9/9/2014			

**The Bond Buyer Online**

**Ship To:**

Account#:	(b)(4)	MAGGIE EASTERLIN	Sales Amt:	\$67,000.00
Edition:	Print & Online	BURSON MARSTELLER	Tax:	\$0.00
Term:	1 Full Year	1110 VERMONT AVE NW	Credits:	\$0.00
Copies:	1	WASHINGTON DC 20005-3544	Total Due:	\$67,000.00
Expire:	9/9/2014			

**National Mortgage News**

**Ship To:**

Account#:	(b)(4)	MAGGIE EASTERLIN	Sales Amt:	\$11,760.00
Edition:	Print & Online	BURSON MARSTELLER	Tax:	\$0.00
Term:	50 Issues	1110 VERMONT AVE NW	Credits:	\$0.00
Copies:	1	WASHINGTON DC 20005-3544	Total Due:	\$11,760.00
Expire:	9/9/2014			

Questions? You can email us at  
custserv@sourcemedi.com

Sales Amount:	\$165,000.00
Tax:	\$0.00
Credits:	\$0.00
<b>Grand Total Due:</b>	<b>\$165,000.00</b>

# Bloomberg

**BLOOMBERG FINANCE L.P.**  
731 Lexington Avenue  
New York, NY 10022  
(Do not send checks to this location)

FOR INVOICE INQUIRY, PLEASE CALL: Customer Support 1-212-318-2000

PLEASE SEND ALL CORRESPONDENCE TO:  
**BLOOMBERG L.P.**  
731 Lexington Avenue  
New York, NY 10022  
(Do not send checks to this location)

## INVOICE

**Bill To:**

BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: Accounts Payable  
PY 20110419

**Customer:**

BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: KELLY CROSS BLUM

Please pay upon receipt

INVOICE NUMBER	INVOICE DATE	ACCOUNT NUMBER	FEDERAL TAX I.D. NO.
5602057497	07/17/2013	(b)(4)	08-1818106



1	1	BGOV License	475.00	07/15/13	08/14/13	475.00
---	---	--------------	--------	----------	----------	--------

PLEASE REFERENCE INVOICE # WITH PAYMENT

ref/billing code

\*By directing the payment of and/or paying this invoice, you agree that the payment for and use of the products and services listed above do not violate any applicable ERISA or securities laws, breach any fiduciary, contractual, or other obligation of Customer, and, if applicable, satisfy the requirements of Section 28(a) of the Securities Exchange Act of 1934, as amended.

\* This invoice is due upon receipt. If payment is not received within 28 days of the invoice date, you will receive a late notice. Soon thereafter, the Bloomberg users on this account will receive a message on their Bloomberg terminal notifying them that the account is overdue and their service is in jeopardy of suspension. If the invoice remains unpaid for 56 days after the invoice date, the Bloomberg service will be suspended until payment is received, no fee for terms of your contract with BFLP. If you have any questions, please call the telephone number on the upper right hand corner of this invoice.

Please mail checks to our "NEW" lockbox at:  
 Bloomberg Finance LP  
 P.O. Box 416804  
 Boston, MA 02241-6804  
 \*(CHECKS MUST BE DRAWN IN US DOLLARS ON A US BANK)\*  
 \*(DO NOT SEND CORRESPONDENCE TO THIS ADDRESS)\*

SUBTOTAL	475.00
6.000% TAX	28.50
<b>TOTAL (USD)</b>	<b>503.50</b>

PLEASE REFERENCE INVOICE NUMBER 5602057497 WITH PAYMENT



FOR INVOICE INQUIRY, PLEASE CALL: customer support 1-212-318-2000

# Bloomberg

Total Pages = 4

Account Number: (b)(4)

**Bill To:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: Accounts Payable

**Customer:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: KELLY CROSS BLUM

## SUMMARY



DOCUMENT NO	AMOUNT
5602057497 INVOICE	503.50 USD
<b>Total</b>	<b>503.50 USD</b>

P.O. # : 222601881  
Billing Code : 22223239-004

Date : 7/18/13

Requester:

(b)(4), (b)(6)

Approver: *[Signature]*

Please mail checks to our "NEW" lockbox at:

Bloomberg Finance LP  
P.O. Box 418604  
Boston, MA 02241-8604

**\*CHECKS MUST BE DRAWN IN US DOLLARS ON A US BANK\***  
**\*DO NOT SEND CORRESPONDENCE TO THIS ADDRESS\***

**PLEASE REFERENCE  
BILLING DOCUMENT  
NUMBERS WITH PAYMENT**

\* This invoice is due upon receipt. If payment is not received within 25 days of the invoice date, you will receive a late notice. Soon afterward, the Bloomberg users on this account will receive a message on their Bloomberg terminal notifying them that the account is overdue and their service is in jeopardy of suspension. If the invoice remains unpaid for 50 days after the invoice date, the Bloomberg service will be discontinued until payment is received, at par the terms of your contract with Bloomberg. If you have any questions, please call the telephone number on the upper right hand corner of this invoice.

**IF ANY PART OF THIS TRANSMISSION IS RECEIVED IN POOR CONDITION OR MISSING PAGES, PLEASE CALL THE PHONE NUMBER ABOVE FOR RETRANSMISSION**

**Burson-Marsteller Budget Tracking Updated Through 07.31.2013**

US Department of Housing and Urban Development (22223239)

Contract # C-OPO-23863

Report Date : 08.12.2013

**Budget SnapShot**

Requisition/Purchase Request No.	R-2010-TN-00017	R-2010-TN-00017	R-2010-TN-00017
Period of Performance	7/07/2013-7/06/2014	07/2013-7/06/2014	7/07/2013-7/06/2014
Total Budget	1,199,136.00	1,153,136.00	46,000.00
Total Expended	279,213.64	279,213.64	-
Remaining Budget	919,922.36	873,922.36	46,000.00
Type of Award	T&M & FFP	T&M	e) Market Plan Optional
Planned /Actual Completion Date	7/6/2014	7/6/2014	7/6/2014

**Client Tracker**

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0201	46,000.00	-	-	46,000.00	0.00%
CLIN 0202	170,958.00	9,074.40	9,074.40	161,883.60	5.31%
CLIN 0203	510,562.00	260,390.63	260,390.63	250,171.37	51.00%
CLIN 0205	263,650.00	7,882.37	7,882.37	255,767.63	2.99%
CLIN 0206	79,039.00	1,547.50	1,547.50	77,491.50	1.96%
CLIN 0207	120,927.00	318.74	318.74	120,608.26	0.26%
CLIN 0208	8,000.00	-	-	8,000.00	0.00%
<b>Contracting Billing Totals</b>	<b>1,199,136.00</b>	<b>279,213.64</b>	<b>279,213.64</b>	<b>919,922.36</b>	<b>23.28%</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

**Monthly Budget Tracking**

Item Type	CLIN#	Description	Parties	Macconomy	Task Order Budget	Jul-13	Total Cumulative	Budget Remaining	Budget Utilization
T&M	0202	Marketing Materials Services	BM / HCDI	22223239-001	170,958.00	9,074.40	9,074.40	161,883.60	5.31%
T&M	0203	Media Relations/ Clips Services L	BM / HCDI	22223239-002	510,562.00	260,390.63	260,390.63	250,171.37	51.00%
T&M	0205	Third Party Outreach and Validation	BM / HCDI	22223239-003	263,650.00	7,882.37	7,882.37	255,767.63	2.99%
T&M	0206	Legislative Tracking Labor	BM / HCDI	22223239-004	79,039.00	1,547.50	1,547.50	77,491.50	1.96%
T&M	0207	Web Page Support Labor	BM / HCDI	22223239-005	120,927.00	318.74	318.74	120,608.26	0.26%
CR	0208	Travel	BM / HCDI	22223239-006	8,000.00	-	-	8,000.00	0.00%
<b>Total NTE Amount</b>		<b>Total 0102 Through 0108</b>			<b>1,153,136.00</b>	<b>279,213.64</b>	<b>279,213.64</b>	<b>873,922.36</b>	<b>24.21%</b>
FFP	0201	Marketing Plan - Firm Fix	BM		46,000.00	-	-	46,000.00	0.00%
<b>Totals for CLIN 0101 Through 0108)</b>					<b>1,199,136.00</b>	<b>279,213.64</b>	<b>279,213.64</b>	<b>919,922.36</b>	<b>23.28%</b>



# Burson-Marsteller

Burson-Marsteller  
 1100 Vermont Avenue, N.W.  
 Suite 1200  
 Washington, DC 20005  
 www.bm.com

T 202.530.0400  
 F 202.530.4500

Dear Gina,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from August 1, 2013 through August 31, 2013.

The August 1-31 invoice totals \$35,658.54 in professional services and out-of-pocket costs, and breaks down as follows:

- \$14,968.76 for Media Relations & Clips Services
- \$10,598.10 for Third Party Outreach / Conferences, Events & Outreach Support
- \$8,902.77 for Marketing Materials Services
- \$883.09 for Legislative Tracking
- \$305.82 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0201	46,000.00	-	-	46,000.00	0.00%
CLIN 0202	170,958.00	8,902.77	17,977.17	152,980.83	10.52%
CLIN 0203	510,562.00	14,968.76	275,359.39	235,202.61	53.93%
CLIN 0205	263,650.00	10,598.10	18,480.47	245,169.53	7.01%
CLIN 0206	79,039.00	883.09	2,430.59	76,608.41	3.08%
CLIN 0207	120,927.00	305.82	624.56	120,302.44	0.52%
CLIN 0208	8,000.00	-	-	8,000.00	0.00%
<b>Contracting Billing Totals</b>	<b>1,199,136.00</b>	<b>35,658.54</b>	<b>314,872.18</b>	<b>884,263.82</b>	<b>28.26%</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

### Summary of Activities: August 1, 2013 through August 31, 2013

From August 1-31, 2013, Burson-Marsteller (B-M) delivered on a number of key communications initiatives on behalf of Ginnie Mae. These included providing support during the staffing transition; providing daily account management and strategic counsel; organizing a plan to update the annual report and stakeholder lists; coordinating subscription renewals for IMF and SourceMedia; securing a photographer for the annual report assignment; pitching *Secondary Marketing Executive* and additional targets for a Barbara Cooper-Jones profile; and participating in two on-site meetings.

In addition, B-M completed numerous baseline activities throughout the month, revising and sending the final August Stakeholder Letter and drafting the September Stakeholder Letter; revising a July HUD Happenings article; drafting monthly UPB and Issuance summaries; providing guidance on potential speaking engagements, industry events and industry-wide issues; flagging relevant Ginnie Mae media coverage; and delivering daily media monitoring reports to Ginnie Mae staff.

#### Media Relations and Clips Services

- Distributed daily media monitoring reports to Ginnie Mae staff.
- Participated in weekly conference calls with Ginnie Mae communications team and produced and distributed weekly deliverables.
- Flagged relevant Ginnie Mae media coverage which included:
  - *National Mortgage News* articles on 8/8/13 and 8/14/13.



## Burson-Marsteller

- o Ginnie Mae's Loan-Level Disclosure announcement on 8/9/13.
- Continued to coordinate initiatives for promoting Ginnie Mae's senior leadership from August 1-31, 2013. Specific actions included:
  - o Followed up on pitching to *Secondary Mortgage Executive* for a profile on Barbara Cooper-Jones on 8/2/13.
  - o Sent additional media targets for Barbara Cooper-Jones executive profile on 8/8/13.
  - o Conducted a mock interview with Barbara Cooper-Jones for media interview preparation on 8/7/13.
  - o Drafted questions for *Mortgage Orb* opportunity for Barbara Cooper-Jones executive profile on 8/12/13.
- Developed a weekly deliverables audit to assist with team transition.
- Coordinated subscription renewals for IMF and SourceMedia.
- Updated the media and message penetration tracker to include all Ginnie Mae mentions and inquiries for the month of July and submitted to Ginnie Mae on 8/9/13.

### Third Party Outreach/Conferences, Event & Outreach Support

- Provided ongoing account management and strategic counsel.
- Provided support throughout the Ginnie Mae staffing transition.
- Provided recommendations for Ginnie Mae's participation in MBA's 100<sup>th</sup> Annual Convention and Expo.
- Coordinated the renewal of SOW with HCD International.
- Coordinated and helped to facilitate with the transition of new team members at Ginnie Mae and B-M.

### Marketing Materials Services

- Participated in in-person meeting to discuss the annual report and Stakeholder Letter lists in the Ginnie Mae offices on 8/1/13.
- Led an in-person meeting to discuss the September Stakeholder Letter on 8/22/13.
- Revised the HUD Happenings titled "Ginnie Mae President Meets with FHLB Pittsburgh to Discuss MBS Programs" on 8/5/13.
- Corresponded with the team regarding the topic for the August Stakeholder Letter during the week of 8/2/13. Drafted the August Stakeholder Letter, "Ginnie Mae Provides Support for Building Strong & Healthy Communities" and sent on 8/8/13.
- Coordinated annual report photography assignment with Ginnie Mae and Laurence Genon.

### Legislative Tracking

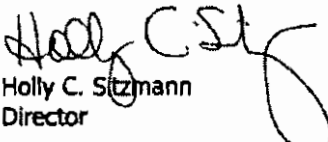
- Researched Congresswoman Maxine Waters' staff and provided Ginnie Mae's Congressional Relations team with the staff's contact information.

### Webpage Support

- Developed the June Issuance Chart & Summary and submitted to Ginnie Mae on 8/12/13.
- Developed the June UPB Chart & Summary and submitted to Ginnie Mae on 8/12/13.
- Delivered revised Website Map from HCD International on 8/16/13.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
Holly C. Sitzmann  
Director

PO BOX 101000  
Atlanta, GA 30392-1880

Routing No:  
Account No:  
Swift Code

(b)(4)

NEW YORK NY 10003-1320

(212) 614 4000



Burson-Marsteller

Invoice 222107939

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222107939  
Invoice Date: 9/10/2013  
Due Date 10/10/2013  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attn. GINA SCREEN

	Quantity	Rate	Amount
Client Staff Assistant: (b)(4),(b)(6)	0.50	73.22	36.61
Professional Services Total			375.81
Out of Pocket Expenses: Bloomberg LLC Aug13 w/ IFF			507.28
Out of Pocket Expenses Total			507.28
22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206 Total			883.09
22223239-005 Opt Yr 2 / Web Page Support - Clin 0207			
Period: August, 2013			
Professional Services: Director: (b)(4),(b)(6)	1.00	271.36	271.36
Associate: (b)(4),(b)(6)	0.25	137.83	34.46
Professional Services Total			305.82
22223239-005 Opt Yr 2 / Web Page Support - Clin 0207 Total			305.82

INVOICE TOTAL DUE USD 35,658.54  
PAYMENT DUE 10/10/2013

Please remit to the address below:  
CHECKS

WIRES

INQUIRIES

Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528 (212) 614 4000
--	--	---

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.

### Invoice Backup

Invoice No. 222107939  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT  
 22223239-002 Opt Yr 2 / Media Relations - Clin 0203  
 Time

Invoice Date 8/10/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media clips	8/1/13	1.25	73.22	91.53
	Director	Client Billable	Review media coverage, other housing articles	8/1/13	0.50	271.36	135.68
	Managing Director	Client Billable	Review and analyze coverage	8/1/13	0.25	340.28	85.07
	Associate	Client Billable	Deliverables. Follow up with BCJ pitch.	8/2/13	1.50	137.83	206.75
	Client Staff Assistant	Client Billable	Media clips	8/2/13	2.50	73.22	183.05
	Director	Client Billable	Agenda review; Outreach discussion	8/2/13	0.75	271.36	203.52
	Managing Director	Client Billable	review and analyze coverage	8/2/13	0.25	340.28	85.07
	Associate	Client Billable	Weekly call. BCJ pitching.	8/5/13	1.50	137.83	206.75
	Client Staff Assistant	Client Billable	Media clips	8/5/13	2.00	73.22	146.44
	Director	Client Billable	Weekly Call and Prep; Discussion on housing finance reform positioning	8/5/13	3.75	271.36	1,017.60
	Associate	Client Billable	LLD clips. Recap notes.	8/6/13	2.25	137.83	310.12
	Client Staff Assistant	Client Billable	Media clips; media clips compile	8/6/13	5.25	73.22	384.41
	Director	Client Billable	Recap Notes Edit and Review	8/6/13	0.50	271.36	135.68
	Managing Director	Client Billable	Review and analyze coverage; account oversight	8/6/13	0.50	340.28	170.14
	Associate	Client Billable	Mock interview for BCJ. Compiling notes. Pitch/follow BCJ.	8/7/13	1.50	137.83	206.75
	Client Staff Assistant	Client Billable	Media clips	8/7/13	1.50	73.22	109.83
	Director	Client Billable	Verified and updated media contact list; drafted questions for BCJ for mock interview; participated in mock interview; provided follow up messaging	8/7/13	3.75	271.36	1,017.60
	Managing Director	Client Billable	Review and analyze coverage; account oversight	8/7/13	0.25	340.28	85.07
	Client Staff Assistant	Client Billable	Media clips	8/8/13	1.50	73.22	109.83
	Director	Client Billable	Reviewed media outlets for next steps in BCJ profile; Followed up with reporters	8/8/13	1.25	271.36	339.20
	Managing Director	Client Billable	Review and analyze coverage; account oversight	8/8/13	0.25	340.28	85.07
	Associate	Client Billable	LLD clips.	8/8/13	1.00	137.83	137.83
	Associate	Client Billable	Securing MortgageOrb for "Person of the Week" for BCJ.	8/8/13	0.50	137.84	68.92
	Client Staff Assistant	Client Billable	Media clips	8/9/13	1.75	73.22	128.14
	Director	Client Billable	Reviewed LLD coverage and provided client with report; continued overseeing BCJ profile	8/9/13	1.75	271.36	474.88
	Managing Director	Client Billable	Review and analyze coverage; account oversight	8/9/13	0.25	340.28	85.07
	Associate	Client Billable	Weekly call. Pitching BCJ.	8/12/13	1.50	137.83	206.75
	Client Staff Assistant	Client Billable	Media clips	8/12/13	1.25	73.22	91.53
	Director	Client Billable	Drafted and edited July Issuance Press Release	8/12/13	1.00	271.36	271.36
	Managing Director	Client Billable	Review & analyze coverage; account oversight	8/12/13	0.25	340.28	85.07
Client Staff Assistant	Client Billable	Media clips	8/13/13	1.75	73.22	128.14	

Date: 9/10/13  
 4:22:05 PM GMT+01:00  
 Run by: Kenneth Somerville

# Invoice Backup

Company Burson-Marsteller US (222)

Invoice No. 222107939  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 9/10/13  
 Main Project 22223239 Opt Yr 2

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	8/23/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	8/26/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Director	Client Billable	Prep and weekly team meeting; follow up	8/28/13	2.25	271.38	610.56
	(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	8/28/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Senior Associate	Client Billable	Review and analyze coverage	8/26/13	3.00	180.91	542.73
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	meeting with Holly to discuss client work, client call, call notes/recap	8/27/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Director	Client Billable	Media monitoring	8/27/13	1.00	271.36	271.36
	(b)(4),(b)(6)	Managing Director	Client Billable	Recap notes and follow-up	8/27/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Senior Associate	Client Billable	Review and analyze coverage	8/27/13	0.50	180.92	90.46
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	PO and call notes	8/28/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Managing Director	Client Billable	Media monitoring	8/28/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Senior Associate	Client Billable	Review and analyze coverage	8/28/13	0.50	180.92	90.46
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Review and analyze coverage	8/28/13	0.25	180.92	90.46
	(b)(4),(b)(6)	Managing Director	Client Billable	Balkam PO signature and PO submission	8/29/13	0.26	73.24	18.31
	(b)(4),(b)(6)	Senior Associate	Client Billable	Media clips overview	8/29/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	8/29/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	8/29/13	0.50	271.36	135.68
	(b)(4),(b)(6)	Director	Client Billable	Coordination with Staff on BCJ Opportunity	8/29/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	8/29/13	0.25	180.92	45.23
	(b)(4),(b)(6)	Senior Associate	Client Billable	Mortgage Orb and coordination emails	8/30/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	8/30/13	0.75	271.38	203.52
	(b)(4),(b)(6)	Director	Client Billable	Updating weekly deliverables	8/30/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	8/31/13	(1.00)	0.09	(0.09)
	(b)(4),(b)(6)	Default	Fee Write Down	rounding adjustment				
					<b>Time Total</b>	<b>93.50</b>		<b>14,968.76</b>

Write up/down employee WDC  
 Public Affairs

Date : 9/10/13  
 4:22:05 PM GMT+01:00  
 Run by: Kenneth Somerville



# Invoice Backup

Invoice No. 222107939  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT  
 22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206

Invoice Date 9/10/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

Time	Level	Task
Employee	Director	Client Billable
(b)(4),(b)(6)	Client Staff Assistant	Client Billable
	Director	Client Billable

Costs	Invoice No.	Task
Vendor		Scheduled Bill Out of Pockets
		Scheduled Bill Out of Pockets

Description	Date	Hours	Rate	Invoiced
Discussion and email communication with J. Iba	8/28/13	1.00	271.36	271.36
Leg. contacts look up	8/30/13	0.50	73.22	36.61
Coordinated legislative request	8/30/13	0.25	271.36	67.84
<b>Time Total</b>		<b>1.75</b>		<b>375.81</b>

Description	Date	Trans No.	Invoiced
Bloomberg August 2013	8/31/13	222123233	503.50
Bloomberg - IFF	8/31/13	222123233	3.78
<b>Costs Total</b>			<b>507.28</b>

## 22223239-006 Opt Yr 2 / Web Page Support - Clin 0207

Time	Level	Task
Employee	Associate	Client Billable
(b)(4),(b)(6)	Director	Client Billable
	Associate	Client Billable

Description	Date	Hours	Rate	Invoiced
June Issuance.	8/12/13	0.50	137.84	68.92
Reviewed UPB and Issuance Docs	8/12/13	1.00	271.36	271.36
Reviewing revised website map. Coordinating drop-off.	8/15/13	(0.25)	137.84	(34.46)
<b>Time Total</b>		<b>1.25</b>		<b>305.82</b>

<b>Invoice on Account Amount</b>	0.00
<b>Invoice 222107939 Total</b>	<b>36,658.54</b>



FOR INVOICE INQUIRY, PLEASE CALL: customer support 1-212-318-2000

**Bloomberg**

Total Pages = 4

Account Number : 30110419

**Bill To:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: Accounts Payable

**Customer:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: KELLY CROSS BLUM

**SUMMARY**



DOCUMENT NO	AMOUNT
5802092891 INVOICE	503.50 USD
<b>Total</b>	<b>503.50 USD</b>

PO #: 222601881  
Billing Code: 22223239-004  
Date: 8/20/13  
Requestor: Maggie Easterlin  
Approver: Kelly C. Blum

Please mail checks to our "NEW" lockbox at:  
Bloomberg Finance LP  
P.O. Box 416004  
Boston, MA 02241-6604

**(CHECKS MUST BE DRAWN IN US DOLLARS ON A US BANK)  
(DO NOT SEND CORRESPONDENCE TO THIS ADDRESS)**

**PLEASE REFERENCE  
BILLING DOCUMENT  
NUMBERS WITH PAYMENT**

\* This invoice is due upon receipt. If payment is not received within 28 days of the invoice date, you will receive a late notice. Soon afterward, the Bloomberg users on this account will receive a message on their Bloomberg terminal notifying them that the account is overdue and their service is in jeopardy of suspension. If the invoice remains unpaid for 56 days after the invoice date, the Bloomberg service will be suspended until payment is received, as per the terms of your contract with Bloomberg. If you have any questions, please call the telephone number on the upper right hand corner of this invoice.

**IF ANY PART OF THIS TRANSMISSION IS RECEIVED IN POOR CONDITION OR MISSING PAGES, PLEASE CALL THE PHONE NUMBER ABOVE FOR RETRANSMISSION**

# Bloomberg

**BLOOMBERG FINANCE L.P.**  
 731 Lexington Avenue  
 New York, NY 10022  
 (Do not send checks to this location)

FOR INVOICE INQUIRY, PLEASE CALL: Customer Support 1-212-318-2000

PLEASE SEND ALL CORRESPONDENCE TO:  
**BLOOMBERG L.P.**  
 731 Lexington Avenue  
 New York, NY 10022  
 (Do not send checks to this location)

## INVOICE

**Bill To:**

BURSON-MARSTELLER  
 1110 VERMONT AVE NW  
 SUITE 1200  
 WASHINGTON DC 20005-3544  
 Attn: Accounts Payable  
 PY 30110219

**Customer:**

BURSON-MARSTELLER  
 1110 VERMONT AVE NW  
 SUITE 1200  
 WASHINGTON DC 20005-3544  
 Attn: KELLY CROSS BLUM

Please pay upon receipt

INVOICE NUMBER	INVOICE DATE	ACCOUNT NUMBER	FEDERAL TAX I.D. NO.
5602092891	09/16/2013	(b)(4)	06-1818166

LINE	QTY	CHANGE ACTIVITY	RELATED DESCRIPTION ACCT	RATE	PERIOD		AMOUNT
					START	END	
1	1		BGOV License	475.00	08/15/13	09/14/13	475.00

re/bing cod

\*By directing the payment of and/or paying this invoice, you agree that the payment for and use of the products and services listed above do not violate any applicable ERISA or securities laws, breach any fiduciary, contractual, or other obligation of Customer, and, if applicable, satisfy the requirements of Section 20(e) of the Securities Exchange Act of 1934, as amended.

\* This invoice is due upon receipt. If payment is not received within 28 days of the invoice date, you will receive a late notice. Soon afterward, the Bloomberg users on this account will receive a message on their Bloomberg terminal notifying them that the account is overdue and their service is in jeopardy of suspension. If the invoice remains unpaid for 66 days after the invoice date, the Bloomberg service will be suspended until payment is received, as per the terms of your contract with BFLP. If you have any questions, please call the telephone number on the upper right hand corner of this invoice.

Please mail checks to our "NEW" lockbox at:  
 Bloomberg Finance LP  
 P.O. Box 416604  
 Boston, MA 02241-6604  
 \*(CHECKS MUST BE DRAWN IN US DOLLARS ON A US BANK)\*  
 \*(DO NOT SEND CORRESPONDENCE TO THIS ADDRESS)\*

SUBTOTAL	475.00
6.000% TAX	28.50
<b>TOTAL (USD)</b>	<b>503.50</b>

PLEASE REFERENCE INVOICE NUMBER 5602092891 WITH PAYMENT

# Bloomberg

731 Lexington Avenue  
New York, NY 10022

Tel: +1 212 318 2000  
bloomberg.com

## CHANGES IN BLOOMBERG FINANCE L.P. REMITTANCE INSTRUCTIONS

(All Countries except Argentina, Bermuda, China, India, Japan, Korea, Germany, Austria & Thailand)

**\*\*\*Please submit this letter to your Accounts Payable department with your invoice(s)\*\*\***

Dear Valued Bloomberg Customer:

This letter is to inform you of changes to our remittance instructions for your country.

Bloomberg offers three options for payments made in USD \$: ACH, wire and check. Please note the options available for USD payments from your country if your banking institution is located outside of the United States.

While we strongly recommend that you include invoice numbers in your electronic payment, we realize that some payment systems cannot accommodate this.

Customers remitting payment by wire - please submit payment details via email or fax to:  
cashteamW@bloomberg.net 917 369 3700

Customers remitting payment by ACH - continue to submit payment details via email or fax to:  
cashteam1@bloomberg.net 917 369 7955

If your firm remits payment by both wire and ACH, the payment remittance information should be segregated by type because they are processed by different units.

### Additional change for customers who remit via ACH

As of Sept 18, 2009, if you remit ACH payments with funds initiated from a non U.S. bank or financial agency you may be required to use the new IAT format. Please contact your financial institution to ensure that you are compliant with the new regulation. If you are unsure of your status please wire funds.

It is important that you notify us of any changes to your invoice delivery contact or email address. You may contact your Bloomberg Customer Financial Services representative with any questions.

For your convenience we have attached our new standard payment instructions on the following page.

Thank you.

Bloomberg Customer Financial Services

\*\*The BLOOMBERG PROFESSIONAL service is owned and distributed globally by Bloomberg Finance L.P. (a wholly owned subsidiary of Bloomberg L.P.) and its subsidiaries. Bloomberg L.P. provides Bloomberg Finance L.P. with all global marketing and operational support services for the BLOOMBERG PROFESSIONAL service.

[BLOOMBERG L.P. 731 LEXINGTON AVENUE NEW YORK, NY 10022]  
[www.bloomberg.com]



September 5, 2013

**Monthly Billing Report**  
**Rebranding and Website Support Effort**

Duration: August 1, 2013 -- August 31, 2013

Dear Holly,

Attached please find an invoice from HCD International for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from August 1<sup>st</sup> through August 31<sup>st</sup> 2013.

The August invoice totals \$889.92 in professional services and out-of-pocket costs, and breaks down as follows:

• \$889.92 for Marketing Materials Services

**+ Summary of Activities: August 1, 2013 – August 31, 2013**

Activities performed by HCD International during the period of August 1<sup>st</sup> through August 31<sup>st</sup> 2013 includes the revisions, printing and delivery of the Ginnie Mae Information Architecture Wall Print-out.

**+ Marketing Materials Services**

- We made revisions to the Information Architecture wall print out. We managed printing at FedEx office. HCDI delivered the Ginnie Mae Information Architecture Wall Print-out #1-13
- Billing: HCDI call # 13-13

**+ Conference, Event, and Outreach Support**

- No Activities for this reporting period.

**+ Web Page Support**

- No Activities for this reporting period.



4390 Parliament Place, Suite A  
Lanham, MD 20706

T 301.552.8803  
F 301.552.8804

On behalf of the HCD International team, it's always a pleasure working with you. Please contact me at 301.552.8803 if you have any questions or require additional information regarding this invoice.

Sincerely,

*Jean Drummond*  
for *Jeannette Kedd-Waters*

Jean Drummond

President

BILLING #: 000023

PAGE: 01  
BILLING DATE: 09/05/13

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: SHARON BALKAM

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: S001

TOTAL CONTRACT: 385,300.14  
CONTRACT NAME: GNMA - CLIN 001

BILL PD FROM: 08/01/13 TO: 08/31/13	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
SR RESEARCH ASST	82.56	2.0	165.12	2.0	165.12
SR SYSTEMS ANALYST	120.80	6.0	724.80	6.0	724.80
TOTAL LABOR		8.0	889.92	8.0	889.92
TOTAL BILLING			889.92		889.92

BILLING #: 000023

PAGE: 01  
BILLING DATE: 09/05/13

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: SHARON BALKAM

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: S001-201

TOTAL CONTRACT: 169,675.60  
CONTRACT NAME: GNMA-MARKETING CLIN0010P2

BILL PD FROM:	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
08/01/13					
TO: 08/31/13					
SR RESEARCH ASST	82.56	2.0	165.12	2.0	165.12
SF SYSTEMS ANALYST	120.80	6.0	724.80	6.0	724.80
TOTAL LABOR		8.0	889.92	8.0	889.92
TOTAL BILLING			889.92		889.92

CLIENT: BURSON-MARSTELLER  
 CONTRACT ID: AGMT DTD 7/7/2011  
 OTHER ID:  
 CONTR'S #: S001-201  
 CONTR NAME: GNMA-MARKETING CLIN0010P2

FROM: 52-1940031  
 HCD INTERNATIONAL, INC.  
 4390 PARLIAMENT PLACE, SUITE A  
 LANHAM, MD 20706

SMITH, DEVIN A.	SR RESEARCH ASST	RATE: 82.56
TIMESHEET DATE	HOURS	BILLED AMT
08/15/13	2.000	165.12
	2.000	165.12
<b>TASK TOTALS</b>	<b>2.000</b>	<b>165.12</b>



REPORT DATE: 09/05/13 13:01  
 PERIOD ENDING: 06/30/13

KCD INTERNATIONAL

CLIENT: BURSON-WESTERLIER  
 CONTRACT NAME: GNL-MARKETING CHINOOIOP2  
 CONTRACT NUMBER: 5041-201  
 DISTRICT NUMBER: 1  
 JOB TITL: LYDIA HOLLY

JOB STATUS REPORT  
 LABOR DETAIL BY EMPLOYEE REPORT  
 AS OF 06/30/13  
 (DOLLAR AMOUNTS CALCULATED AS HOURS X BILLING RATE)

CONTRACT VALUE: 109,675.60  
 START DATE: 07/07/13  
 END DATE: 07/06/14  
 JOB TYPE: T&H  
 RATE TYPE: ACTUAL

JOB CATEGORY	EMPLOYEE NAME	RATE	CURRENT PERIOD		YEAR - TO - DATE		TOTAL CONTRACT	
			HOURS	DOLLARS	HOURS	DOLLARS	HOURS	DOLLARS
39 DIRECT LABOR								
SR SR RESEARCH ASST	(b)(4),(b)(6)	82.50	2.0	165.12	2.0	165.12	2.0	165.12
			2.0	165.12	2.0	165.12	2.0	165.12
50 CONSULTANTS - LABOR								
SR SR SYSTEMS ANALYST	(b)(4),(b)(6)	120.80	6.0	724.80	6.0	724.80	6.0	724.80
			6.0	724.80	6.0	724.80	6.0	724.80
DIRECT LABOR TOTAL			2.0	165.12	2.0	165.12	2.0	165.12
CONSULTANTS TOTAL			6.0	724.80	6.0	724.80	6.0	724.80
CONTRACT TOTAL			8.0	889.92	8.0	889.92	8.0	889.92

**Lurson-Marsteller Budget Tracking Updated Through 08.31.2013**

US Department of Housing and Urban Development (22223239)

Contract # C-OPO-23863

Report Date : 09.10.2013

**Budget SnapShot**

Acquisition/Purchase Request No.	R-2010-TN-00017	R-2010-TN-00017	R-2010-TN-00017
Period of Performance	7/07/2013-7/06/2014	7/07/2013-7/06/2014	7/07/2013-7/06/2014
Total Budget	1,199,136.00	1,153,136.00	46,000.00
Total Expended	314,872.18	314,872.18	-
Remaining Budget	884,263.82	838,263.82	46,000.00
Type of Award	T&M & FFP	T&M	e) Market Plan Optional
Planned /Actual Completion Date	7/6/2014	7/6/2014	7/6/2014

**Client Tracker**

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0201	46,000.00	-	-	46,000.00	0.00%
CLIN 0202	170,958.00	8,902.77	17,977.17	152,980.83	10.52%
CLIN 0203	510,562.00	14,968.76	275,359.39	235,202.61	53.93%
CLIN 0205	263,650.00	10,598.10	18,480.47	245,169.53	7.01%
CLIN 0206	79,039.00	883.09	2,430.59	76,608.41	3.08%
CLIN 0207	120,927.00	305.82	624.56	120,302.44	0.52%
CLIN 0208	8,000.00	-	-	8,000.00	0.00%
<b>Contracting Billing Totals</b>	<b>1,199,136.00</b>	<b>35,658.54</b>	<b>314,872.18</b>	<b>884,263.82</b>	<b>26.26%</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

**Monthly Budget Tracking**

Item Type	CLIN#	Description	Parties	Maconomy	Task Order Budget	Aug-14	Total Cumulative	Budget Remaining	Budget Utilization
T&M	0202	Marketing Materials Services	BM / HCDI	22223239-001	170,958.00	8,902.77	17,977.17	152,980.83	10.52%
T&M	0203	Media Relations/Caps Services L	BM / HCDI	22223239-002	510,562.00	14,968.76	275,359.39	235,202.61	53.93%
T&M	0205	Third Party Outreach and Valides	BM / HCDI	22223239-003	263,650.00	10,598.10	18,480.47	245,169.53	7.01%
T&M	0206	Legislative Tracking Labor	BM / HCDI	22223239-004	79,039.00	883.09	2,430.59	76,608.41	3.08%
T&M	0207	Web Page Support Labor	BM / HCDI	22223239-005	120,927.00	305.82	624.56	120,302.44	0.52%
CR	0208	Travel	BM / HCDI	22223239-006	8,000.00	-	-	8,000.00	0.00%
<b>Total NTE Amount</b>		<b>Total 0102 Through 0108</b>			<b>1,153,136.00</b>	<b>35,658.54</b>	<b>314,872.18</b>	<b>838,263.82</b>	<b>27.31%</b>

FFP	0201	Marketing Plan - Firm Fb	BM		46,000.00	-	-	46,000.00	0.00%
-----	------	--------------------------	----	--	-----------	---	---	-----------	-------

<b>Totals for CLIN 0101 Through 0108)</b>					<b>1,199,136.00</b>	<b>35,658.54</b>	<b>314,872.18</b>	<b>884,263.82</b>	<b>26.26%</b>
---	--	--	--	--	---------------------	------------------	-------------------	-------------------	---------------



**Burson-Marsteller**

Dear Gina,

Attached please find an Invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from September 1, 2013 through September 30, 2013.

The September 1-30 Invoice totals \$41,839.71 in professional services and out-of-pocket costs, and breaks down as follows:

- \$17,416.80 for Media Relations & Clips Services
- \$12,527.79 for Third Party Outreach / Conferences, Events & Outreach Support
- \$10,628.21 for Marketing Materials Services
- \$604.66 for Legislative Tracking
- \$662.25 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0201	46,000.00	-	-	46,000.00	0.00%
CLIN 0202	170,958.00	10,628.21	28,605.38	142,352.62	16.73%
CLIN 0203	510,562.00	17,416.80	292,776.19	217,785.81	57.34%
CLIN 0205	263,650.00	12,527.79	31,008.26	232,641.74	11.76%
CLIN 0206	79,039.00	604.66	3,035.25	76,003.75	3.84%
CLIN 0207	120,927.00	662.25	1,286.81	119,640.19	1.06%
CLIN 0208	8,000.00	-	-	8,000.00	0.00%
<b>Contracting Billing Totals</b>	<b>1,199,136.00</b>	<b>41,839.71</b>	<b>356,711.89</b>	<b>842,424.11</b>	<b>29.75%</b>

*(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)*

**Summary of Activities: September 1, 2013 through September 30, 2013**

From September 1-30, 2013, Burson-Marsteller (B-M) delivered on a number of key communications initiatives on behalf of Ginnie Mae. These included providing daily account management and strategic counsel; reviewing white papers and providing guidance on next steps; continuing to update stakeholder lists; coordinating with vendor for the 2013 annual report photography; coordinating with Ginnie Mae and *Mortgage Orb* for Barbara Cooper-Jones profile; coordinating and staffing Mary Kinney interview with *National Mortgage Professional*; brainstorming on Ginnie Mae's strategic plan rollout; and providing support for MBA Annual conference planning.

In addition, B-M completed numerous baseline activities throughout the month, revising and sending the September Stakeholder Letter; drafting the October Stakeholder Letter; writing and distributing a HUD Happenings on Mary Kinney's *Government Executive* bylined article; providing guidance on potential speaking engagements, industry events and industry-wide issues; flagging relevant Ginnie Mae media coverage and delivering daily media monitoring reports to Ginnie Mae staff.

Highlights for September include:

**Media Relations and Clips Services**

- Distributed daily media monitoring reports to Ginnie Mae staff.
- Participated in weekly conference calls with Ginnie Mae communications team and produced and distributed weekly deliverables.
- Flagged relevant Ginnie Mae media coverage, including the partnership between Ginnie Mae and FHLBC announcement.
- Continued to coordinate initiatives for promoting Ginnie Mae's senior leadership from September 1-30, 2013. Specific actions included:
  - Staffed interview with *National Mortgage Professional* for a profile on Mary Kinney on 9/25/13.
  - Drafted answers to questions for *Mortgage Orb* opportunity for Barbara Cooper-Jones executive profile.
- Participated in planning meeting with HCDI to discuss roll-out of Ginnie Mae 2014 strategic framework.
- Coordinated subscription to *The Wall Street Journal*.

**Third Party Outreach/Conferences, Event & Outreach Support**

- Provided ongoing account management and strategic counsel.
- Provided continued support throughout the Ginnie Mae staffing transition.
- Reviewed PWC White Papers and provided edits and recommendations for roll-out.
- Provided recommendations for Ginnie Mae's participation in MBA's 100<sup>th</sup> Annual Convention and Expo.

**Marketing Materials Services**

- Drafted September Stakeholder Letter and sent to client on 9/5/13, distributed to stakeholder list on 9/6/13.
- Drafted October Stakeholder Letter titled, "Ginnie Mae Provides More Lenders with Access to the Secondary Mortgage Market." Provided final version for distribution.
- Drafted the HUD Happenings titled "Ginnie Mae's Mary Kinney Discusses Employee Satisfaction in *Government Executive* Column" on 9/9/13.
- Coordinated annual report photography assignment with Ginnie Mae and Laurence Genon and delivered retouched photos via an online link and CD on 9/26/13.

**Legislative Tracking**

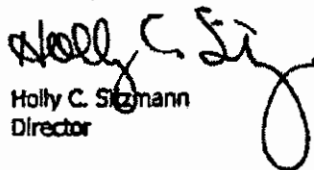
- Assisted with coordination of Maxine Waters' staff and provided Ginnie Mae's Congressional Relations team with the staff's contact information.

**Webpage Support**

- Developed the August Issuance Chart & Summary and submitted to Ginnie Mae on 9/13/13.
- Developed the August UPB Chart & Summary and submitted to Ginnie Mae on 9/13/13.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions regarding this invoice.

Sincerely,



Holly C. Sizmann  
Director



Burson-Marsteller

Invoice 222108604

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT
451 SEVENTH STREET, S.W.
ROOM B-133
PC PHASE 3 SL
WASHINGTON DC 20410

Invoice No: 222108604
Invoice Date: 10/15/2013
Due Date: 11/14/2013
Client No: 22210184
Project No: 22223239
Client PO Ref:

Attn: GINA SCREEN

Table with 4 columns: Description, Quantity, Rate, Amount. Rows include Senior Associate, Client Staff Assistant, Professional Services Total, Out of Pocket Expenses, and 22223239-002 Opt Yr 2 / Media Relations - Clin 0203 Total.

22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205

Period: September, 2013

Professional Services:

Director: (b)(4),(b)(6) 45.50 271.36 12,346.88

Senior Associate: (b)(4),(b)(6) 1.00 180.91 180.91
Professional Services Total 12,527.79

22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205 Total

22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206

Period: September, 2013

Professional Services:

Director:

Please remit to the address below.

CHECKS

WIRES

INQUIRIES

Table with 3 columns: CHECKS, WIRES, INQUIRIES. Contains contact information for Burson-Marsteller US and Wells Fargo.

### Invoice Backup

Invoice No. 222108604  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 10/15/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

**22223239-001 Opt Yr 2 / Marketing Materials Services - Cln 0202**

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Ginnie contact list	9/26/13	0.75	73.23	54.92
		Client Staff Assistant	Client Billable	Ginnie contact list	9/27/13	1.00	73.22	73.22
		Director	Client Billable	Finalizing September Stakeholder Letter	9/27/13	1.50	271.38	407.04
		Client Staff Assistant	Client Billable	Contact list	9/30/13	1.25	73.22	91.53
	Write up/down employee WDC Public Affairs	Default	Fee Write Down	rounding adjustment	9/30/13	(1.00)	0.04	(0.04)
	(b)(4),(b)(6)	Director	Client Billable	Reviewed distribution list; Reviewed and edited HUD Happenings; HCIDI Discussion	9/30/13	4.50	271.38	1,221.12
					<b>Time Total</b>	<b>60.25</b>		<b>10,628.21</b>

**22223239-002 Opt Yr 2 / Media Relations - Cln 0203**

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Director	Client Billable	Developed weekly agenda	9/2/13	0.50	271.38	135.88
		Client Staff Assistant	Client Billable	GNMA media compile	9/3/13	0.25	73.24	18.31
		Client Staff Assistant	Client Billable	Media monitoring	9/3/13	2.00	73.22	146.44
		Senior Associate	Client Billable	Mortgage Orb Opportunity	9/3/13	0.25	180.92	45.23
		Client Staff Assistant	Client Billable	Weekly Phone call, briefing	9/4/13	2.25	73.22	164.75
		Client Staff Assistant	Client Billable	GNMA media compile	9/4/13	2.00	73.22	146.44
		Client Staff Assistant	Client Billable	Media monitoring	9/4/13	2.00	73.22	146.44
		Director	Client Billable	Revised weekly agenda; weekly deliverable discussion; weekly meeting; subscription renewal	9/4/13	2.25	271.38	610.56
		Senior Associate	Client Billable	client call and notes, mortgage orb coordination	9/4/13	2.00	180.91	361.82
		Client Staff Assistant	Client Billable	Updating Calendar & WSJ	9/5/13	2.25	73.22	164.75
		Client Staff Assistant	Client Billable	GNMA media compile	9/5/13	1.25	73.22	91.53
		Client Staff Assistant	Client Billable	Media monitoring	9/5/13	2.00	73.22	146.44
		Director	Client Billable	Media review	9/5/13	0.50	271.38	135.68
		Senior Associate	Client Billable	internal emails, email on agenda items to client, call notes	9/5/13	0.75	180.91	135.68
		Client Staff Assistant	Client Billable	Meeting with Holly to discuss dashboard, calendar mock up	9/5/13	2.00	73.22	146.44
		Client Staff Assistant	Client Billable	GNMA media compile	9/8/13	2.00	73.22	146.44

## Invoice Backup

Invoice No. 222108604  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 10/15/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

**22223239-002 Opt Yr 2 / Media Relations - Clin 0203**

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	9/6/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Director	Client Billable	Weekly deliverables; Media Review; Reviewed media tracker	9/6/13	1.25	271.36	339.20
	(b)(4),(b)(6)	Senior Associate	Client Billable	Agenda, media tracker review, internal emails	9/6/13	1.00	180.91	180.91
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	updated dashboard; weekly call; call update	9/9/13	3.50	73.22	256.27
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	9/9/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Director	Client Billable	Weekly Meeting and Follow-Up	9/9/13	1.25	271.36	339.20
	(b)(4),(b)(6)	Senior Associate	Client Billable	weekly call and notes, GNMA Billing Report, Updated Media Tracker	9/9/13	3.00	180.91	542.73
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	GM calendar update	9/10/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	9/10/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Director	Client Billable	Recap Notes	9/10/13	0.75	271.36	203.52
	(b)(4),(b)(6)	Senior Associate	Client Billable	call notes	9/10/13	0.50	180.92	90.46
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Clips Pull	9/11/13	1.25	73.22	91.53
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	media clips review	9/11/13	0.25	73.24	18.31
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	9/11/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Director	Client Billable	Prep and discussion with NMP Reporter; Provided guidance on Mortgage Orb article	9/11/13	1.25	271.36	339.20
	(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	9/11/13	0.50	340.28	170.14
	(b)(4),(b)(6)	Senior Associate	Client Billable	Mortgage Orb coordination	9/11/13	0.50	180.92	90.46
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	9/12/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	9/12/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Senior Associate	Client Billable	mortgage orb interview question drafting	9/12/13	2.00	180.91	361.82
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	9/13/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Director	Client Billable	Reviewed FHLB media coverage; compiling report; Wrote Issuance Press Release draft and Sent to Client; Reviewed and edited agenda	9/13/13	3.25	271.36	881.92
	(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	9/13/13	0.25	340.28	85.07
	(b)(4),(b)(6)	Senior Associate	Client Billable	UPB, Issuance Charts for August 2013 review, agenda for Monday call	9/13/13	0.50	180.92	90.46
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Updated dashboard; update monitor; weekly call; WSJ subscription	9/16/13	1.75	73.22	128.14
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media Monitoring	9/16/13	2.00	73.22	146.44
	(b)(4),(b)(6)	Director	Client Billable	Reviewed FHLB clips and provided to client; weekly meeting and follow-up	9/16/13	3.00	271.36	814.08
	(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	9/16/13	0.25	340.28	85.07

### Invoice Backup

Invoice No. 222108604  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 10/15/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

22223239-002 Opt Yr 2 / Media Relations - Cln 0203

Time

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Senior Associate	Client Billable	weekly call	8/16/13	1.25	180.91	226.14
	Client Staff Assistant	Client Billable	Media Monitoring	9/17/13	2.00	73.22	146.44
	Director	Client Billable	Generated answers for Mortgage Orb interview; spoke to reporter for Kinney interview; weekly deliverables	9/17/13	4.25	271.36	1,153.28
	Managing Director	Client Billable	Review and analyze coverage	9/17/13	0.25	340.28	85.07
	Senior Associate	Client Billable	weekly call notes, Mortgage Orb Q&A	9/17/13	1.25	180.91	226.14
	Client Staff Assistant	Client Billable	Media Monitoring	9/18/13	2.00	73.22	146.44
	Managing Director	Client Billable	Review and analyze coverage	9/18/13	0.25	340.28	85.07
	Client Staff Assistant	Client Billable	Updated Calendar	9/19/13	0.25	73.24	18.31
	Client Staff Assistant	Client Billable	Media Monitoring	9/19/13	2.00	73.22	146.44
	Managing Director	Client Billable	Review and analyze coverage	9/19/13	0.25	340.28	85.07
	Senior Associate	Client Billable	Agenda/tracker	9/19/13	0.25	180.92	45.23
	Client Staff Assistant	Client Billable	Wall Street Journal Subscription	9/20/13	1.00	73.22	73.22
	Client Staff Assistant	Client Billable	Media Monitoring	9/20/13	2.00	73.22	146.44
	Director	Client Billable	Reviewed and edited agenda	9/20/13	0.25	271.36	67.84
	Managing Director	Client Billable	Review and analyze coverage	9/20/13	0.25	340.28	85.07
	Senior Associate	Client Billable	call agenda	9/20/13	1.00	180.91	180.91
	Client Staff Assistant	Client Billable	Update calendar, weekly dashboard/calendar	9/23/13	1.00	73.22	73.22
	Client Staff Assistant	Client Billable	Media monitoring	9/23/13	2.00	73.22	146.44
	Director	Client Billable	Weekly Meeting & Follow Up	9/23/13	1.25	271.36	339.20
	Senior Associate	Client Billable	weekly call and notes	9/23/13	1.75	180.91	316.59
	Client Staff Assistant	Client Billable	HCDI Call; Updating of distro list	9/24/13	6.00	73.22	439.32
	Client Staff Assistant	Client Billable	Media monitoring	9/24/13	2.00	73.22	146.44
	Director	Client Billable	Mortgage Orb Review and Copy Edit; Distribution to Client; Reviewed and provided edits on recap notes	9/24/13	1.25	271.36	339.20
Managing Director	Client Billable	Review and analyze coverage	9/24/13	0.25	340.28	85.07	
Senior Associate	Client Billable	weekly notes, HCDI call	9/24/13	1.00	180.91	180.91	
Client Staff Assistant	Client Billable	Distro List creation; new media tracker training	9/25/13	6.25	73.22	457.63	
Client Staff Assistant	Client Billable	Media compile training	9/25/13	0.75	73.23	54.92	





### Invoice Backup

Invoice No. 222108604  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 10/15/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

**22223239-002 Opt Yr 2 / Media Relations - Clin 0203**

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	9/25/13	2.00	73.22	146.44
		Director	Client Billable	National Mortgage Professional Interview & Follow Up; Reviewed editorial calendar	9/25/13	1.75	271.36	474.68
		Managing Director	Client Billable	Review and analyze coverage	9/25/13	0.25	340.28	85.07
		Senior Associate	Client Billable	National Mortgage Professional Interview	9/25/13	1.00	180.91	180.91
		Client Staff Assistant	Client Billable	Distro list; update tracker	9/26/13	0.25	73.24	18.31
		Client Staff Assistant	Client Billable	Media monitoring	9/26/13	2.00	73.22	146.44
		Managing Director	Client Billable	Review and analyze coverage	9/26/13	0.25	340.28	85.07
		Senior Associate	Client Billable	Annual Report Photos Disk to GNMA	9/26/13	0.50	180.92	90.46
		Client Staff Assistant	Client Billable	media clips	9/27/13	1.25	73.22	91.53
		Director	Client Billable	Weekly media review; agenda development	9/27/13	1.25	271.36	339.20
		Managing Director	Client Billable	Review and analyze coverage	9/27/13	0.25	340.28	85.07
		Client Staff Assistant	Client Billable	Weekly Call; Stakeholder distro list; HUD Happening Revisions; Monthly Tracker	9/30/13	3.50	73.22	256.27
		Client Staff Assistant	Client Billable		9/30/13	2.00	73.22	146.44
	Write up/down employee WDC Public Affairs	Default	Fee Write Down	rounding adjustment	9/30/13	(1.00)	0.07	(0.07)
	(b)(4),(b)(6)	Director	Client Billable	Weekly Meeting and Follow Up	9/30/13	1.25	271.36	339.20
		Senior Associate	Client Billable	Ginnie Mae call, courier CD to client, call notes	9/30/13	1.75	180.91	316.59
				<b>Time Total</b>		<b>126.76</b>		<b>17,405.57</b>

**Costs**

Vendor	Invoice No.	Task	Description	Date	Trans No.	Invoiced
FEDERAL EXPRESS	2-384-47894	Shipping & Freight	Shipping & Freight	9/9/13	222511450	11.15
		Scheduled Bill Out of Pockets	IFF Sep 2013	9/30/13	222123870	0.08
					<b>Costs Total</b>	<b>11.23</b>

FOR INVOICE INQUIRY, PLEASE CALL: customer support 1-212-318-2000

# Bloomberg

Total Pages = 4

Account Number : 30110419

**Bill To:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn : Accounts Payable

**Customer:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: (b)(4),(b)(6)

## SUMMARY

DOCUMENT NO	AMOUNT
5602123683 INVOICE	503.50 USD
<b>Total</b>	<b>503.50 USD</b>

Post 222601881  
2222177-005

Handwritten signature  
9/18/13

Please mail checks to our "NEW" lockbox at:  
Bloomberg Finance LP  
P.O. Box 416604  
Boston, MA 02241-6604

\*(CHECKS MUST BE DRAWN IN US DOLLARS ON A US BANK)\*  
\*(DO NOT SEND CORRESPONDENCE TO THIS ADDRESS)\*

**PLEASE REFERENCE  
BILLING DOCUMENT  
NUMBERS WITH PAYMENT**

\* This invoice is due upon receipt. If payment is not received within 28 days of the invoice date, you will receive a late notice. Soon afterward, the Bloomberg users on this account will receive a message on their Bloomberg terminal notifying them that the account is overdue and their service is in jeopardy of suspension. If the invoice remains unpaid for 56 days after the invoice date, the Bloomberg service will be suspended until payment is received, as per the terms of your contract with Bloomberg. If you have any questions, please call the telephone number on the upper right hand corner of this invoice.

**IF ANY PART OF THIS TRANSMISSION IS RECEIVED IN POOR CONDITION OR MISSING PAGES, PLEASE CALL THE PHONE NUMBER ABOVE FOR RETRANSMISSION**

## Bloomberg Finance L.P. Remittance Instructions

To ensure payments are allocated properly, include your invoice number(s) with your payment. Including details directly in your transmission provides the fastest application method.

### ACH Remittance Instructions - US/Canada (US dollar payments only, location does not accept checks)

As of Sept 18, 2009, if you remit ACH payments with funds initiated from a non U.S. bank or financial agency you may be required to use the new IAT format. Please contact your financial institution to ensure that you are compliant with the new regulation. If you are unsure of your status please wire funds.

<b>Bank:</b>	Bank of America 100 W. 33rd St New York, NY 10001	<b>Beneficiary Name:</b>	Bloomberg Finance LP
		<b>Account Number:</b>	(b)(4)
		<b>ABA Routing Number:</b>	

Bloomberg Finance L.P. prefers the Corporate Trade Exchange (CTX) format. If your system does not support CTX format when entering payment, you must follow this EDI readable format:

RMR\*IV\*AAAAAAAAA\*\*9999.99\RMR\*IV\*AAAAAAAAA\*\*9999.99\  
(Definition: RMR - remit info; IV\*AAAAAAAA - invoice number; 9999.99 - amount paid on invoice)

If you are unable to include invoice details due to system limitations, and you use CCD+ or PPD+, please enter the text "See Remit" in your electronic remittance and e-mail payment details to [cashteam1@bloomberg.net](mailto:cashteam1@bloomberg.net) or fax to 917 369 7955. Details should include: 1) total USD dollar payment amount; 2) breakdown of each invoice being paid, including account number, invoice number, and USD \$ amount; 3) your contact information in case we need to reach you.

### Wire Remittance Instructions (US dollar payments only, location does not accept checks)

<b>Bank:</b>	Bank of America 100 W. 33rd St New York, NY 10001	<b>Beneficiary Name:</b>	Bloomberg Finance LP
		<b>Account Number:</b>	(b)(4)
		<b>Routing Number:</b>	
		<b>S.W.I.F.T.BIC:</b>	

If you are unable to include invoice details due to system limitations, please enter the text "See Remit" in the electronic transfer and email payment details to [cashteamW@bloomberg.net](mailto:cashteamW@bloomberg.net) or fax to 917 369 3700. Details should include: 1) total USD \$ payment amount; 2) breakdown of each invoice paid, including account number, invoice number, and USD \$ amount; 3) your contact information in case we need to reach you.

### Check Remittance Instructions (US dollar payments only, drawn on a US bank)

Please mail checks to our "NEW" lockbox\*. Remember to include invoice numbers with your remittance.

Bloomberg Finance LP  
P.O. Box 416604  
Boston, MA 02241-6604

\*(Do not send correspondence to this address)

\*\*\*Please submit this letter to your Accounts Payable department with your invoice(s)\*\*\*

\*\*The BLOOMBERG PROFESSIONAL service is owned and distributed globally by Bloomberg Finance L.P. (a wholly owned subsidiary of Bloomberg L.P.) and its subsidiaries. Bloomberg L.P. provides Bloomberg Finance L.P. with all global marketing and operational support services for the BLOOMBERG PROFESSIONAL service.



<b>Invoice Number</b> 2-394-47894	<b>Invoice Date</b> Sep 09, 2013	<b>Account Number</b> (b)(4)	<b>Page</b> 13 of 19
<b>Dropped off: Sep 04, 2013</b> <b>Payor: Shipper</b>	<b>Cust. Ref.: 2222700 25 001</b> <b>Ref.#3:</b>	<b>Ref.#2:</b>	

Automation INET  
 Tracking ID 795612493740  
 Service Type FedEx Priority Overnight  
 Package Type FedEx Envelope  
 Zone 02  
 Packages 1  
 Rated Weight N/A  
 Delivered Sep 05, 2013 09:07  
 Src Area A2  
 Signed by R.RUBEN  
 FedEx Use 0000000000000219/

**Sender**  
 (b)(4),(b)(6)  
 Burton Marsteller  
 230 Park Ave S  
 NEW YORK NY 10003 US

**Recipient**  
 (b)(4),(b)(6)  
 cSubs / Subscriptions Simple  
 155 Chestnut Ridge Road  
 MONTVALE NJ 07845 US

Transportation Charge	28.85
Discount	-19.01
Fuel Surcharge	0.51
<b>Total Charge</b>	<b>USD 9.35</b>

<b>Dropped off: Sep 05, 2013</b> <b>Payor: Shipper</b>	<b>Cust. Ref.: 2222177-002</b> <b>Ref.#3:</b>	<b>Ref.#2:</b>
---	--	----------------

- Fuel Surcharge - FedEx has applied a fuel surcharge of 9.50% to this shipment.
- Distance Based Pricing, Zone 2

Automation INET  
 Tracking ID 796620874000  
 Service Type FedEx Priority Overnight  
 Package Type FedEx Envelope  
 Zone 02  
 Packages 1  
 Rated Weight N/A  
 Continued on next page

**Sender**  
 (b)(4),(b)(6)  
 Burton Marsteller  
 230 Park Ave S  
 NEW YORK NY 10003 US

**Recipient**  
 (b)(4),(b)(6)  
 cSubs / Subscriptions Simple  
 155 Chestnut Ridge Road  
 MONTVALE NJ 07845 US

<b>Invoice Number</b> 2-394-47834	<b>Invoice Date</b> Sep 09, 2013	<b>Account Number</b> (b)(4)
--------------------------------------	-------------------------------------	---------------------------------

Tracking ID: 796620974000 continued

Delivered	Sep 08, 2013 09:14	Transportation Charge	29.85
Svc Area	A2	Discount	-19.01
Signed by	S.WALLING	Fuel Surcharge	0.51
FedEx Use	00000000/00002 r9/	Total Charge	USD 111.35





**Burson-Marsteller**

Dear Gina,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae in October 2013. Please note that Burson-Marsteller was required to stop work on this contract from October 1-16, 2013 due to the direction we received during the government shutdown. Work resumed on October 17.

The October 2013 invoice totals \$24,829.88 in professional services and out-of-pocket costs, and breaks down as follows:

- \$7,376.11 for Media Relations & Clips Services
- \$12,964.68 for Third Party Outreach / Conferences, Events & Outreach Support
- \$3,601.82 for Marketing Materials Services
- \$506.08 for Legislative Tracking
- \$381.19 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0201	46,000.00	-	-	46,000.00	0.00%
CLIN 0202	170,958.00	3,601.82	32,207.20	138,750.80	18.84%
CLIN 0203	510,562.00	7,376.11	300,152.30	210,409.70	58.79%
CLIN 0205	263,650.00	12,964.68	43,972.94	219,677.06	16.68%
CLIN 0206	79,039.00	506.08	3,541.33	75,497.67	4.48%
CLIN 0207	120,927.00	381.19	1,668.00	119,259.00	1.35%
CLIN 0208	8,000.00	-	-	8,000.00	0.00%
<b>Contracting Billing Totals</b>	<b>1,199,136.00</b>	<b>24,829.88</b>	<b>381,541.77</b>	<b>817,594.23</b>	<b>31.82%</b>

*(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)*

**Summary of Activities: October 17, 2013 through October 31, 2013**

Throughout October 2013, Burson-Marsteller (B-M) delivered on a number of key communications initiatives on behalf of Ginnie Mae. These included providing daily account management and strategic counsel; finalizing the Barbara Cooper-Jones profile for *Mortgage Orb*; brainstorming on Ginnie Mae's Education Summit brand; attending BPC event, "Getting Our House in Order," on behalf of Ginnie Mae; and providing support for MBA Annual conference planning and messaging.

In addition, B-M completed numerous baseline activities throughout the month, revising and sending the October Stakeholder Letter; providing guidance on potential speaking engagements, industry events and industry-wide issues; flagging relevant Ginnie Mae media coverage and delivering daily media monitoring reports to Ginnie Mae staff.

Highlights for October included:

**Media Relations and Clips Services**

- Distributed daily media monitoring reports to Ginnie Mae staff.
- Participated in weekly conference calls with Ginnie Mae communications team and produced and distributed weekly deliverables.
- Flagged relevant Ginnie Mae media coverage.
- Wrote the September Issuance press release for Ginnie Mae.
- Continued to coordinate initiatives for promoting Ginnie Mae's senior leadership from October 17-31, 2013. Specific actions included:
  - Finalized *Mortgage Orb* opportunity for Barbara Cooper-Jones executive profile and submitted to publication.
  - Followed up with *National Mortgage Professional* regarding Mary Kinney profile.
- Followed up discussions with HCIDI to discuss roll-out of Ginnie Mae 2014 strategic framework.

**Third Party Outreach/Conferences, Event & Outreach Support**

- Provided ongoing account management, email correspondence and strategic counsel.
- Provided continued support throughout the Ginnie Mae staffing transition.
- Provided recommendations for messaging and other planning regarding Ginnie Mae's participation in MBA's 100<sup>th</sup> Annual Convention and Expo.
- Attended BPC event, "Getting our House in Order," on behalf of Ginnie Mae.

**Marketing Materials Services**

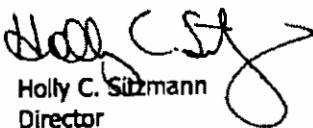
- Drafted October Stakeholder Letter and distributed to stakeholder list.
- Continued to work on new stakeholder list; provided reminders to client for review.
- Brainstormed with Ginnie Mae team on design for Education Summit; partnered with HCIDI to develop a PowerPoint to use at the event.
- Reviewed and revised Michael Drayne's bio for use at external events.
- Finalized the coordination of annual report photography assignment with Ginnie Mae and Laurence Genon.

**Webpage Support**

- Developed the September Issuance Chart & Summary and submitted to Ginnie Mae.
- Developed the September UPB Chart & Summary and submitted to Ginnie Mae.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4559 if you have any questions regarding this invoice.

Sincerely,

  
Holly C. Sidzmann  
Director



Burson-Marsteller

Invoice 222109076

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM 8-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222109076  
Invoice Date: 11/12/2013  
Due Date: 12/12/2013  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attn: GINA SCREEN

BILLING PERIOD: October 2013

	Quantity	Rate	Amount
22223239 Opt Yr 2			
22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202			
Period: October, 2013			
Professional Services:			
Director:			
(b)(4),(b)(6)	8.50	271.36	2,306.56
Client Staff Assistant:			
(b)(4),(b)(6)	0.50	73.22	36.61
Professional Services Total			2,343.17
Out of Pocket Expenses:			
HCD Int'l October 2013 w/ IFF			1,258.65
Out of Pocket Expenses Total			1,258.65
22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202 Tot			3,601.82

22223239-002 Opt Yr 2 / Media Relations - Clin 0203

Period: October, 2013

Professional Services:

rounding adjustment

-1.00 0.02 -0.02

Managing Director:

(b)(4),(b)(6)

1.75 340.28 595.49

Director:

(b)(4),(b)(6)

13.00 271.36 3,527.68  
1.50 228.29 342.44

Client Staff Assistant:

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 614 4000





Burson-Marsteller

Invoice 222109076

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222109076  
Invoice Date: 11/12/2013  
Due Date: 12/12/2013  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attn: GINA SCREEN

	Quantity	Rate	Amount
(b)(4),(b)(6)	20.50	73.22	1,501.03
	1.25	73.22	91.53
	18.00	73.22	1,317.96
<b>Professional Services Total</b>			<b>7,376.11</b>
<b>22223239-002 Opt Yr 2 / Media Relations - Clin 0203 Total</b>			<b>7,376.11</b>

22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205

Period: October, 2013

Professional Services:

Director:

(b)(4),(b)(6)

Professional Services Total

25.50	271.36	6,919.68
		6,919.68

Out of Pocket Expenses:

Photography - Traditional Or Digital

Photography IFF

Out of Pocket Expenses Total

6,000.00
45.00
6,045.00

22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205 Total

12,964.68

22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206

Period: October, 2013

Out of Pocket Expenses:

Bloomberg w/ IFF

Out of Pocket Expenses Total

506.08

506.08

506.08

22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206 Total

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 614 4000



Burson-Marsteller

Invoice 222109076

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222109076  
Invoice Date: 11/12/2013  
Due Date: 12/12/2013  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attn: GINA SCREEN

	Quantity	Rate	Amount
22223239-005 Opt Yr 2 / Web Page Support - Clin 0207			
Period: October, 2013			
Professional Services:			
Director: (b)(4),(b)(6)	1.00	271.36	271.36
Client Staff Assistant: (b)(4),(b)(6)	1.50	73.22	109.83
Professional Services Total			381.19
22223239-005 Opt Yr 2 / Web Page Support - Clin 0207 Total			381.19

INVOICE TOTAL DUE USD 24,829.88  
 PAYMENT DUE 12/12/2013

Please remit to the address below:  
CHECKS

Burson-Marsteller  
PO Box 101880  
Atlanta, GA 30392-1880

WIRES

Bank: Wells Fargo  
Account Name: Burson-Marsteller  
Routing No: (b)(4)  
Account No:  
Swift Code

INQUIRIES

Burson-Marsteller US  
230 Park Avenue South  
New York NY 10003-1528  
(212) 614 4000

### Invoice Backup



Currency Type: Currency  
 Invoice Number(s): 222109076

Invoice No. 222109076  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 11/12/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

**22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202**

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced	
	[Redacted]	Director	Client Billable	Finalized Stakeholder Letter	10/17/13	1.50	271.36	407.04	
		Director	Client Billable	Stakeholder Letter Distribution; List Review	10/18/13	0.50	271.36	135.68	
		Director	Client Billable	Education Summit; HCDI Discussion and Meeting	10/23/13	1.50	271.36	407.04	
		Client Staff Assistant	Client Billable	Proofing PPT Draft	10/25/13	0.50	73.22	36.61	
		Director	Client Billable	Stakeholder letter prep	10/29/13	1.00	271.36	271.36	
		Director	Client Billable	Internal BM meeting	10/30/13	1.25	271.36	339.20	
		Director	Client Billable	Stakeholder letter meeting with John Getchis; Education Summit Identity Discussion and Approval	10/31/13	2.75	271.36	748.24	
					<b>Time Total</b>		<b>9.00</b>		<b>2,343.17</b>

Costs	Vendor	Invoice No.	Task	Description	Date	Trans No.	Invoiced
			Scheduled Bill Out of Pockets	HCD Int'l October 2013	10/31/13	222125218	1,249.28
			Scheduled Bill Out of Pockets	IFF - Bloomberg	10/31/13	222125218	9.37
				<b>Costs Total</b>			<b>1,258.65</b>

**22223239-002 Opt Yr 2 / Media Relations - Clin 0203**

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	[Redacted]	Client Staff Assistant	Client Billable	Proofing documents; media tracker; stakeholder outreach email	10/17/13	4.25	73.22	311.19
		Director	Client Billable	Finalized BCJ Profile and Submitted to Reporter; Reviewed Media Coverage	10/17/13	2.50	271.36	678.40
		Client Staff Assistant	Client Billable	stakeholder outreach email; reformat multiple excel documents	10/18/13	1.00	73.22	73.22
		Client Staff Assistant	Client Billable	Media monitoring	10/18/13	2.00	73.22	146.44
		Director	Client Billable	Weekly Deliverables	10/18/13	1.00	271.36	271.36
		Client Staff Assistant	Client Billable	client call; format excel documents; recap notes; update cal	10/21/13	4.25	73.22	311.19
		Client Staff Assistant	Client Billable	Media monitoring	10/21/13	2.00	73.22	146.44
		Director	Client Billable	Weekly Meeting; Issuance Press Release; Follow up with National Mortgage Professionals	10/21/13	5.00	271.36	1,356.80
		Director	Client Billable	Client conf call	10/21/13	1.00	228.29	228.29
		Managing Director	Client Billable	Review and analyze coverage	10/21/13	0.25	340.28	85.07

## Invoice Backup



Invoice No. 222109078  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 11/12/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

**22223239-002 Opt Yr 2 / Media Relations - Cln 0203**

**Time**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced	
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Review recap notes; format shared drive folders; compiled shutdown articles	10/22/13	1.50	73.22	109.83	
	Client Staff Assistant	Client Billable	Media monitoring	10/22/13	2.00	73.22	146.44	
	Director	Client Billable	Recap Notes; Weekly Deliverables	10/22/13	1.00	271.36	271.36	
	Managing Director	Client Billable	Review and analyze coverage	10/22/13	0.25	340.28	85.07	
	Client Staff Assistant	Client Billable	EDU summit phone call; new media tracker update	10/23/13	5.00	73.22	366.10	
	Client Staff Assistant	Client Billable	Media monitoring	10/23/13	2.00	73.22	146.44	
	Client Staff Assistant	Client Billable	New Media Tracker Update; BPC Housing event	10/24/13	3.25	73.22	237.97	
	Client Staff Assistant	Client Billable	Media monitoring	10/24/13	2.00	73.22	146.44	
	Managing Director	Client Billable	Review and analyze coverage	10/24/13	0.25	340.28	85.07	
	Client Staff Assistant	Client Billable	Media monitoring	10/25/13	2.00	73.22	146.44	
	Managing Director	Client Billable	Review and analyze coverage	10/25/13	0.25	340.28	85.07	
	Client Staff Assistant	Client Billable	Update tracker; Update Calendar	10/28/13	0.25	73.24	18.31	
	Client Staff Assistant	Client Billable	media clips	10/28/13	1.25	73.22	91.53	
	Director	Client Billable	Reviewing editorial calendars; planning for 2014	10/28/13	1.50	271.36	407.04	
	Managing Director	Client Billable	Review and analyze coverage	10/28/13	0.25	340.28	85.07	
	Client Staff Assistant	Client Billable	Media monitoring	10/29/13	2.00	73.22	146.44	
	Director	Client Billable	Reviewing MBA Annual Coverage	10/29/13	1.00	271.36	271.36	
	Client Staff Assistant	Client Billable	HCDI Correspondence	10/30/13	0.50	73.22	36.61	
	Client Staff Assistant	Client Billable	Media monitoring	10/30/13	2.00	73.22	146.44	
	Managing Director	Client Billable	Review and analyze coverage	10/30/13	0.25	340.28	85.07	
	Client Staff Assistant	Client Billable	HCDI Correspondence	10/31/13	0.50	73.22	36.61	
	Client Staff Assistant	Client Billable	Media monitoring	10/31/13	2.00	73.22	146.44	
	Director	Client Billable	Review & Analyze Coverage	10/31/13	1.00	271.36	271.36	
	Director	Client Billable	emails, agenda items, clips	10/31/13	0.50	228.30	114.15	
	Managing Director	Client Billable	Review and analyze coverage	10/31/13	0.25	340.28	85.07	
	Default	Scheduled Bill Professional Services	rounding adjustment	11/12/13	(1.00)	0.02	(0.02)	
	<b>Time Total</b>					<b>66.00</b>		<b>7,376.11</b>

Write up/down employee WDC  
 Public Affairs

## Invoice Backup

Invoice No. 222109076  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 11/12/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

**22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205**

**Time**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Director	Client Billable	MBA Annual Talking Points; Account Management	10/17/13	5.50	271.36	1,492.48
	Director	Client Billable	Account Management; Email Correspondence	10/18/13	2.00	271.36	542.72
	Director	Client Billable	Account Management	10/21/13	1.00	271.36	271.36
	Director	Client Billable	Account Management; Email Correspondence	10/22/13	1.25	271.36	339.20
	Director	Client Billable	Account Management; Email Correspondence; Reviewed and edited Drayne Bio	10/23/13	2.50	271.36	678.40
	Director	Client Billable	BPC Conference - Getting Our House In Order	10/24/13	8.50	271.36	2,306.56
	Director	Client Billable	Account Management	10/28/13	1.00	271.36	271.36
	Director	Client Billable	Account Management	10/29/13	1.25	271.36	339.20
	Director	Client Billable	Account Management	10/30/13	1.50	271.36	407.04
	Director	Client Billable	Account Management	10/31/13	1.00	271.36	271.36
	<b>Time Total</b>					<b>26.50</b>	

**Costs**

Vendor	Invoice No.	Task	Description	Date	Trans No.	Invoiced
LAURENCE GENON PHOTOGRAPHY LLC	112	Photography - Traditional Or Digital	gnms annual report photography	10/22/13	222513308	6,000.00
		Scheduled Bill Out of Pockets	IFF - Photographer	10/31/13	222125218	46.00
					<b>Costs Total</b>	<b>6,046.00</b>

**22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206**

**Costs**

Vendor	Invoice No.	Task	Description	Date	Trans No.	Invoiced
		Scheduled Bill Out of Pockets	Bloomberg Oct 2013	10/31/13	222125218	502.31
		Scheduled Bill Out of Pockets	IFF Bloomberg Oct 2013	10/31/13	222125218	3.77
					<b>Costs Total</b>	<b>506.08</b>

**22223239-005 Opt Yr 2 / Web Page Support - Clin 0207**

**Time**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Issuance/UPB	10/21/13	1.50	73.22	109.83
	Director	Client Billable	UPB and Issuance Reports	10/21/13	1.00	271.36	271.36
<b>Time Total</b>					<b>2.50</b>		<b>381.19</b>

Invoice on Account Amount 0.00

Invoice 222109076 Total 24,829.88



Laurence Genon Photography, LLC  
 3275-D Sutton Place, NW  
 Washington, DC 20016  
 202.746.7619  
 bonjour@laurencegenon.com

**INVOICE**

**DATE:** 10/22/13  
**INVOICE #:** 112  
**DUE DATE:** 12/27/13  
**P.O #:** 222600347

Federal Employer Identification No. (EIN): 27-1042890

**BILL TO:** Burson Marsteller  
 1110 Vermont Avenue  
 suite #120  
 Washington, DC 20005

Approved by  
 (b)(4),(b)(6)  
 28 Oct 2013 14:06:24

DESCRIPTION	AMOUNT
<b>ASSIGNMENT:</b>	
Still photographic of 50 properties listed by Ginnie Mae ("Client") around Washington, DC, Virginia and Maryland for Ginnie Mae Annual Report 2013.	\$6,000.00
<b>FEE:</b>	
Photographic services & Usage Fee	
Post Production Work (editing / color correction / file conversion)	
FTP download on server until Dec 20 <sup>th</sup> 2013	
Output method of Digital files (CD)	
Delivery of images via CD	
Gas, mileage and parking	

**TOTAL:** \$6,000.00

**BALANCE DUE:** \$6,000.00

Please make a check payable to  
**LAURENCE GENON PHOTOGRAPHY, LLC**  
 Thank you for your business!

**Copyright notice:** The copyright for the images will remain in the possession of Laurence Genon.  
**Photo byline credit:** Laurence Genon  
**Licensing Agreement:** Laurence Genon Photography, LLC grants to Ginnie Mae ("Client") the unlimited time to use images produced while engaged by Client for distribution to wire services, make images available to newspapers and trade publications, and use images in internal publications, website and press kits. Pursuant to U.S. Copyright law, Laurence Genon, as sole creator of images holds the copyright to all images produced while engaged by Client. Laurence Genon shall deliver to Client one CD of all digital files upon completion of Agreement.

FOR INVOICE INQUIRY, PLEASE CALL: customer support 1-212-318-2000

# Bloomberg

Total Pages = 4

Account Number : 30110419

**Bill To:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: Accounts Payable

**Customer:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: (b)(4),(b)(6)

## SUMMARY



DOCUMENT NO	AMOUNT
5602165661 INVOICE	502.31 USD
<b>Total</b>	<b>502.31 USD</b>

*POIT*  
*222601881*  
*Project*  
*2222177-005*

*Holl C St*  
*10/17/03*

Please mail checks to our "NEW" lockbox at:

Bloomberg Finance LP  
P.O. Box 416604  
Boston, MA 02241-6604

\*(CHECKS MUST BE DRAWN IN US DOLLARS ON A US BANK)\*  
\*(DO NOT SEND CORRESPONDENCE TO THIS ADDRESS)\*

**PLEASE REFERENCE  
BILLING DOCUMENT  
NUMBERS WITH PAYMENT**

\* This invoice is due upon receipt. If payment is not received within 28 days of the invoice date, you will receive a late notice. Soon afterward, the Bloomberg users on this account will receive a message on their Bloomberg terminal notifying them that the account is overdue and their service is in jeopardy of suspension. If the invoice remains unpaid for 56 days after the invoice date, the Bloomberg service will be suspended until payment is received, as per the terms of your contract with Bloomberg. If you have any questions, please call the telephone number on the upper right hand corner of this invoice.

**IF ANY PART OF THIS TRANSMISSION IS RECEIVED IN POOR CONDITION OR MISSING PAGES, PLEASE CALL THE PHONE NUMBER ABOVE FOR RETRANSMISSION**

# Bloomberg

**BLOOMBERG FINANCE L.P.**  
 731 Lexington Avenue  
 New York, NY 10022  
 (Do not send checks to this location)

FOR INVOICE INQUIRY, PLEASE CALL: Customer Support 1-212-318-2000

PLEASE SEND ALL CORRESPONDENCE TO:  
**BLOOMBERG L.P.**  
 731 Lexington Avenue  
 New York, NY 10022  
 (Do not send checks to this location)

## INVOICE

**Bill To:**  
 BURSON-MARSTELLER  
 1110 VERMONT AVE NW  
 SUITE 1200  
 WASHINGTON DC 20005-3544  
 Attn: Accounts Payable  
 PY 30110418

**Customer:**  
 BURSON-MARSTELLER  
 1110 VERMONT AVE NW  
 SUITE 1200  
 WASHINGTON DC 20005-3544  
 Attn: (b)(4),(b)(6)

Please pay upon receipt

INVOICE NUMBER	INVOICE DATE	ACCOUNT NUMBER	FEDERAL TAX I.D. NO.
5602165661	10/16/2013	(b)(4)	06-1818168

LINE	QTY	CHANGE ACTIVITY	RELATED ACCT	DESCRIPTION	RATE PERIOD		PERIOD START END	AMOUNT
1	1			BGOV License	475.00	10/15/13	11/14/13	475.00

ref/billing code

\*By directing the payment of and/or paying this invoice, you agree that the payment for and use of the products and services listed above do not violate any applicable ERISA or securities laws, breach any fiduciary, contractual, or other obligation of Customer, and, if applicable, satisfy the requirements of Section 28(e) of the Securities Exchange Act of 1934, as amended.

\* This invoice is due upon receipt. If payment is not received within 28 days of the invoice date, you will receive a late notice. Soon afterward, the Bloomberg users on this account will receive a message on their Bloomberg terminal notifying them that the account is overdue and their service is in jeopardy of suspension. If the invoice remains unpaid for 56 days after the invoice date, the Bloomberg service will be suspended until payment is received, as per the terms of your contract with BFLP. If you have any questions, please call the telephone number on the upper right hand corner of this invoice.

Please mail checks to our "NEW" lockbox at:  
 Bloomberg Finance LP  
 P.O. Box 416604  
 Boston, MA 02241-6604  
 \*(CHECKS MUST BE DRAWN IN US DOLLARS ON A US BANK)\*  
 \*(DO NOT SEND CORRESPONDENCE TO THIS ADDRESS)\*

SUBTOTAL 475.00  
 5.750% TAX 27.31  
**TOTAL (USD) 502.31**

PLEASE REFERENCE INVOICE NUMBER 5602165661 WITH PAYMENT





**Burson-Marsteller**

Dear Gina,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from November 1, 2013 through November 30, 2013.

The November 1-30 invoice totals \$48,691.63 in professional services and out-of-pocket costs, and breaks down as follows:

- \$22,456.13 for Third Party Outreach / Conferences, Events & Outreach Support
- \$14,774.90 for Media Relations & Clips Services
- \$10,468.88 for Marketing Materials Services
- \$845.28 for Legislative Tracking
- \$146.44 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0201	46,000.00	-	-	46,000.00	0.00%
CLIN 0202	170,958.00	10,468.88	42,676.08	128,281.92	24.96%
CLIN 0203	510,562.00	14,774.90	314,927.20	195,634.80	61.68%
CLIN 0205	263,650.00	22,456.13	66,429.07	197,220.93	25.20%
CLIN 0206	79,039.00	845.28	4,386.61	74,652.39	5.59%
CLIN 0207	120,927.00	146.44	1,814.44	119,112.56	1.60%
CLIN 0208	8,000.00	-	-	8,000.00	0.00%
<b>Contracting Billing Totals</b>	<b>1,199,136.00</b>	<b>48,691.63</b>	<b>430,233.40</b>	<b>768,902.60</b>	<b>36.88%</b>

*(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)*

**Summary of Activities: November 1, 2013 through November 30, 2013**

From November 1-30, 2013, Burson-Marsteller (B-M) delivered on a number of key communications initiatives on behalf of Ginnie Mae. These included providing daily account management and strategic counsel; providing support for Ginnie Mae's first ever Education Summit; and offering substantive guidance, support and editorial content and review for Ginnie Mae's Annual Report to Congress.

In addition, B-M completed numerous baseline activities throughout the month, writing, revising and distributing the November Stakeholder Letter; writing and distributing two HUD Happenings articles; providing guidance on potential speaking engagements, industry events and industry-wide issues; flagging relevant Ginnie Mae media coverage; developing monthly Issuance and UPB reports; and delivering daily media monitoring reports to Ginnie Mae staff.

Some of the highlights for November include:

**Third Party Outreach/Conferences, Event & Outreach Support**

- Provided support and counsel for Ginnie Mae's first-ever Education Support. B-M's participation included:

- o Produced a video with Ted Tozer for Ginnie Mae's first-ever Education Summit. B-M wrote and edited Ted Tozer's remarks and provided onsite support and guidance for video production. Video production was managed with B-M and Proof.
- o Provided design support for select materials for the event.
- o Attended the event and provided real-time guidance and counsel.
- Provided ongoing account management and strategic counsel.
- Provided continued support throughout the Ginnie Mae staffing transition.

#### **Media Relations and Clips Services**

- Drafted monthly Issuance press release and submitted to Ginnie Mae for media release.
- Distributed daily media monitoring reports to Ginnie Mae staff.
- Participated in weekly conference calls with Ginnie Mae communications team and produced and distributed weekly deliverables.
- Flagged relevant Ginnie Mae media coverage.
- Updated Media Tracker.
- Continued to coordinate initiatives for promoting Ginnie Mae's senior leadership from November 1-30, 2013. Specific actions included:
  - o Discussed presentation and media training needs for Ginnie Mae executives and developed proposals for Ted Tozer and Mary Kinney.
  - o Provided final edits and submitted profile on Mary Kinney to the November issue of *National Mortgage Professional* (Mortgage Professional of the Month).
  - o Provided counsel and support for talking points related to two articles: *National Mortgage News* article titled "30-Year Tech Cycle" and Jody Shenn's *Bloomberg* article regarding the modernization of the Ginnie Mae I and II programs.
  - o Reviewed and provided recommendation to client regarding use of Bloomberg.gov's and Meltwater's services.

#### **Marketing Materials Services**

- Researched, wrote, finalized and distributed November Stakeholder Letter titled, "Ginnie Mae Tells Its Story Abroad." Provided final version for distribution on 11/12.
- Wrote and finalized two HUD Happenings for review and publication: "Ginnie Mae Executives Help the Mortgage Bankers Association Celebrate '100 Years Strong' at its Annual Convention & Expo" and "Ginnie Mae Launches First-Ever Education Summit."
- Provided guidance and strategic counsel, as well as content review and copy editing for Ginnie Mae's 2013 Annual Report to Congress.

#### **Legislative Tracking**

- Reviewed and coordinated Bloomberg.gov subscription.
- Processed monthly Bloomberg fee

#### **Webpage Support**

- Developed the October Issuance Chart & Summary and submitted to Ginnie Mae for web posting.
- Developed the October UPB Chart & Summary and submitted to Ginnie Mae for web posting.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact Mary Crawford at 202-530-4607 if you have any questions regarding this invoice.

Sincerely,



Holly C. Sitzmann  
Director



Burson-Marsteller

Invoice 222109927

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222109927  
Invoice Date: 12/30/2013  
Due Date: 1/29/2014  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attn: GINA SCREEN

BILLING PERIOD: November 2013

	Quantity	Rate	Amount
22223239 Opt Yr 2			
22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202			
Period: November, 2013			
Professional Services:			
rounding adjustment	-1.00	0.01	-0.01
Director:			
(b)(4),(b)(6)	34.25	271.38	9,294.08
Manager:			
(b)(4),(b)(6)	2.50	228.29	570.73
Client Staff Assistant:			
(b)(4),(b)(6)	8.25	73.22	604.08
Professional Services Total			10,468.88
22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202 Tot			10,468.88

22223239-002 Opt Yr 2 / Media Relations - Clin 0203

Period: November, 2013

Professional Services:			
rounding adjustment	-1.00	0.03	-0.03
Managing Director:			
(b)(4),(b)(6)	2.00	340.28	680.56
Director:			
(b)(4),(b)(6)	32.25	271.36	8,751.36
Manager:			

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 614 4000

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.



Burson-Marsteller

Invoice 222109927

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222109927  
Invoice Date: 12/30/2013  
Due Date: 1/29/2014  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attn: GINA SCREEN

	Quantity	Rate	Amount
(b)(4),(b)(6)	4.00	228.29	913.17
<b>Client Staff Assistant:</b>			
(b)(4),(b)(6)	20.25	73.22	1,482.73
	1.00	73.22	73.22
	39.25	73.22	2,873.89
<b>Professional Services Total</b>			<u>14,774.90</u>
<b>22223239-002 Opt Yr 2 / Media Relations - Clin 0203 Total</b>			<u>14,774.90</u>

22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205

Period: November, 2013

Professional Services:

rounding adjustment

-1.00 0.01 -0.01

**Director:**

(b)(4),(b)(6)

48.00 271.36 13,025.28

**Client Staff Assistant:**

(b)(4),(b)(6)

7.25 73.22 530.86  
13,556.13

**Professional Services Total**

Out of Pocket Expenses:

Proof Integrated Communications / Ted Tozer Video

Out of Pocket Expenses Total

8,900.00

8,900.00

22,456.13

22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205 Total

22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206

Period: November, 2013

Professional Services:

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 614 4000



Burson-Marsteller

Invoice 222109927

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222109927  
Invoice Date: 12/30/2013  
Due Date: 1/29/2014  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attn: GINA SCREEN

	Quantity	Rate	Amount
Director: (b)(4),(b)(6)	1.25	271.36	339.20
Professional Services Total			339.20
Out of Pocket Expenses: Bloomberg November 2013 w/ IFF			506.08
Out of Packet Expenses Total			506.08
22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206 Total			845.28
22223239-005 Opt Yr 2 / Web Page Support - Clin 0207			
Period: November, 2013			
Professional Services:			
rounding adjustment	-1.00	0.01	-0.01
Client Staff Assistant: (b)(4),(b)(6)	2.00	73.23	146.45
Professional Services Total			146.44
22223239-005 Opt Yr 2 / Web Page Support - Clin 0207 Total			146.44

INVOICE TOTAL DUE USD 48,691.63

PAYMENT DUE 1/29/2014

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1850	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 614 4000

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.

US Department of Housing and Urban Development (22223239)

Contract # C-OPO-23863

Report Date 11.30.2013

Budget Snapshot

Requisition/Purchase Request No.	R-2010-TN-00017	R-2010-TN-00017	R-2010-TN-00017
Period of Performance	7/07/2013-7/06/2014	7/2013-7/06/2014	7/07/2013-7/06/2014
Total Budget	1,199,136.00	1,153,136.00	46,000.00
Total Expended	430,233.40	430,233.40	-
Remaining Budget	768,902.60	722,902.60	46,000.00
Type of Award	T&M & FFP	T&M	e) Market Plan Optional
Planned /Actual Completion Date	7/6/2014	7/6/2014	7/6/2014

Client Tracker

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0201	46,000.00	-	-	46,000.00	0.00%
CLIN 0202	170,958.00	10,468.88	42,676.08	128,281.92	24.96%
CLIN 0203	510,562.00	14,774.90	314,927.20	195,634.80	61.68%
CLIN 0205	263,650.00	22,456.13	66,429.07	197,220.93	25.20%
CLIN 0206	79,039.00	845.28	4,386.61	74,652.39	5.55%
CLIN 0207	120,927.00	146.44	1,814.44	119,112.56	1.50%
CLIN 0208	8,000.00	-	-	8,000.00	0.00%
Contracting Billing Totals	1,199,136.00	48,691.63	430,233.40	768,902.60	35.88%

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

Monthly Budget Tracking

Item Type	CLIN#	Description	Parties	Maconomy	Task Order Budget	Nov-13	Total Cumulative	Budget Remaining	Budget Utilization
T&M	0202	Marketing Materials Services	BM / HCDI	22223239-001	170,958.00	10,468.88	42,676.08	128,281.92	24.96%
T&M	0203	Media Relations/ Caps Services Labor & Materials	BM / HCDI	22223239-002	510,562.00	14,774.90	314,927.20	195,634.80	61.68%
T&M	0205	Third Party Outreach and Validation Labor	BM / HCDI	22223239-003	263,650.00	22,456.13	66,429.07	197,220.93	25.20%
T&M	0206	Legislative Tracking Labor	BM / HCDI	22223239-004	79,039.00	845.28	4,386.61	74,652.39	5.55%
T&M	0207	Web Page Support Labor	BM / HCDI	22223239-005	120,927.00	146.44	1,814.44	119,112.56	1.50%
CR	0208	Travel	BM / HCDI	22223239-006	8,000.00	-	-	8,000.00	0.00%
<b>Total NTE Amount</b>		<b>Total 0102 Through 0108</b>			<b>1,153,136.00</b>	<b>48,691.63</b>	<b>430,233.40</b>	<b>722,902.60</b>	<b>37.31%</b>
FFP	0201	Marketing Plan - Firm Fixed Price-	0201	BM	46,000.00	-	-	46,000.00	0.00%
<b>Totals for CLIN 0101 Through 0108)</b>					<b>1,199,136.00</b>	<b>48,691.63</b>	<b>430,233.40</b>	<b>768,902.60</b>	<b>35.88%</b>

### Invoice Backup



Currency Type: Currency  
 Invoice Number(s): 222109927

Invoice No. 222109927  
 Client 22210184 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 12/30/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

22223239-001 Opt Yr 2 / Marketing Materials Services - Cln 0202

Time

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Director	Client Billable	Working on November stakeholder letter	11/1/13	4.00	271.36	1,085.44
	Director	Client Billable	Final review of slides for ES	11/4/13	0.50	271.36	135.68
	Director	Client Billable	Read annual report draft and met with team to discuss	11/5/13	3.75	271.36	1,017.60
	Director	Client Billable	HUD Happs Drafting	11/5/13	2.00	228.29	456.58
	Director	Client Billable	Drafting of stakeholder letter, HUD Happenings discussion	11/8/13	4.25	271.36	1,153.28
	Director	Client Billable	HUD Happs Draft	11/8/13	0.50	228.30	114.15
	Client Staff Assistant	Client Billable	Conference call to discuss Annual Report	11/7/13	2.00	73.22	146.44
	Director	Client Billable	Drafting of stakeholder letter, HUD Happenings discussion, Annual Report Prep	11/7/13	4.00	271.36	1,085.44
	Director	Client Billable	Sent stakeholder Letter to Client	11/8/13	0.50	271.36	135.68
	Client Staff Assistant	Client Billable	HUD Happenings	11/11/13	0.75	73.23	64.92
	Director	Client Billable	Finalized and distributed stakeholder letter, Completed HUD Happenings and provided to client	11/11/13	2.00	271.36	542.72
	Director	Client Billable	Reviewed FY 2013 Annual Report	11/11/13	3.25	271.36	881.92
	Client Staff Assistant	Client Billable	Review Stakeholder Letter	11/12/13	0.50	73.22	36.61
	Director	Client Billable	Annual report discussion	11/12/13	1.00	271.36	271.36
	Client Staff Assistant	Client Billable	Coordination with Proof for Ted's taped remarks for Education Summit; Review and send Stakeholder Letter	11/13/13	1.75	73.22	128.14
	Client Staff Assistant	Client Billable	Meeting at Ginnie Mae to discuss Annual Report	11/14/13	2.00	73.22	146.44
	Client Staff Assistant	Client Billable	Copy edit Annual Report	11/21/13	1.25	73.22	91.53
	Director	Client Billable	Annual Report Review	11/22/13	4.00	271.36	1,085.44
	Director	Client Billable	Provided editorial review and copy edit review of annual report	11/25/13	7.00	271.36	1,899.52
	Default	Fee Write Down	rounding adjustment	11/30/13	(1.00)	0.01	(0.01)
<b>Time Total</b>					<b>44.00</b>		<b>10,468.88</b>

Write up/down employee WDC  
 Public Affairs

22223239-002 Opt Yr 2 / Media Relations - Cln 0203

Time

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	daily news clips	11/1/13	2.00	73.22	146.44
	Director	Client Billable	Reviewing media coverage and opportunities; developed agenda	11/1/13	1.25	271.36	339.20
	Director	Client Billable	clips, emails	11/1/13	0.50	228.30	114.15

Invoice Details

## Invoice Backup



Invoice No. 222109927  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 12/30/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

22223239-002 Opt Yr 2 / Media Relations - Clin 0203

**Time**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Client Call; Meeting Recap Notes; Update Media Tracker	11/4/13	3.75	73.22	274.58
	Client Staff Assistant	Client Billable	Media Monitoring	11/4/13	2.00	73.22	146.44
	Director	Client Billable	Weekly Meeting & Prep; Meltwater Discussion and Demo	11/4/13	3.75	271.38	1,017.80
	Director	Client Billable	Conf Call, note review, research	11/4/13	3.50	228.29	799.02
	Managing Director	Client Billable	Review and analyze coverage; account oversight	11/4/13	0.25	340.28	85.07
	Client Staff Assistant	Client Billable	Update media tracker	11/5/13	0.50	73.22	36.61
	Client Staff Assistant	Client Billable	Media Monitoring	11/5/13	2.00	73.22	146.44
	Director	Client Billable	Recap Notes; Reviewed clips	11/5/13	1.00	271.38	271.36
	Managing Director	Client Billable	Review and analyze coverage; account oversight	11/5/13	0.25	340.28	85.07
	Client Staff Assistant	Client Billable	Update media tracker	11/6/13	2.00	73.22	146.44
	Client Staff Assistant	Client Billable	Media Monitoring	11/6/13	2.00	73.22	146.44
	Managing Director	Client Billable	Review and analyze coverage; account oversight	11/6/13	0.25	340.28	85.07
	Client Staff Assistant	Client Billable	Media Monitoring	11/7/13	2.00	73.22	146.44
	Managing Director	Client Billable	Review and analyze coverage; account oversight	11/7/13	0.25	340.28	85.07
	Client Staff Assistant	Client Billable	Media Monitoring	11/8/13	2.00	73.22	146.44
	Director	Client Billable	Weekly Deliverable	11/8/13	1.00	271.38	271.36
	Managing Director	Client Billable	Review and analyze coverage; account oversight	11/8/13	0.25	340.28	85.07
	Client Staff Assistant	Client Billable	Weekly Call Agenda; Issuance Report; Updated Calendar; Updated dashboard	11/11/13	2.00	73.22	146.44
	Client Staff Assistant	Client Billable	daily news clips	11/11/13	2.00	73.22	146.44
	Director	Client Billable	Finalized agenda	11/11/13	0.50	271.38	135.68
	Managing Director	Client Billable	Review and analyze coverage	11/11/13	0.25	340.28	85.07
	Client Staff Assistant	Client Billable	Weekly meeting at Ginnie Mae; Creation of recap notes	11/12/13	4.75	73.22	347.80
	Client Staff Assistant	Client Billable	daily news clips	11/12/13	2.00	73.22	146.44
	Director	Client Billable	Weekly Meeting, Annual report discussion; Ed Summit Discussion; prep for Meltwater discussion; follow up with NMP	11/12/13	2.00	271.38	542.72
	Managing Director	Client Billable	Review and analyze coverage	11/12/13	0.25	340.28	85.07
	Client Staff Assistant	Client Billable	daily news clips	11/13/13	2.00	73.22	146.44
	Director	Client Billable	Meltwater tutorial and discussion; recap notes	11/13/13	1.25	271.38	339.20



Invoice Backup



Invoice No. 222109927  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 12/30/13  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

22223239-002 Opt Yr 2 / Media Relations - Clin 0203

Time

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	daily news clips	11/14/13	2.00	73.22	146.44
(b)(4),(b)(6)	Director	Client Billable	Monthly Budgeting and Invoicing; Review media process; prep for annual report meeting and annual report meeting	11/14/13	5.00	271.36	1,356.80
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Prepared weekly call agenda; updated dashboard	11/15/13	1.25	73.22	91.53
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	daily news clips	11/15/13	2.00	73.22	146.44
(b)(4),(b)(6)	Managing Director	Client Billable	Review and analyze coverage	11/15/13	0.25	340.28	85.07
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	daily news clips	11/18/13	2.00	73.22	146.44
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	MeltWater Demo	11/19/13	1.00	73.22	73.22
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	daily news clips	11/19/13	3.25	73.22	237.97
(b)(4),(b)(6)	Director	Client Billable	Meltwater discussion and process	11/19/13	1.50	271.36	407.04
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Weekly phone call; call recap notes	11/20/13	3.00	73.22	219.66
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Daily Clips	11/20/13	1.00	73.22	73.22
(b)(4),(b)(6)	Director	Client Billable	Weekly Meeting; Bloomberg article discussions; NMN discussions; Meltwater follow-up	11/20/13	5.00	271.36	1,356.80
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Updated dashboard	11/21/13	0.25	73.24	18.31
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	daily news clips	11/21/13	2.00	73.22	146.44
(b)(4),(b)(6)	Director	Client Billable	Discussion re: presentation training/media training - proposal development; Bloomberg discussion; NMN Discussion	11/21/13	6.50	271.36	1,763.84
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	created agenda; updated dashboard; recap notes	11/22/13	0.50	73.22	36.61
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	daily news clips	11/22/13	2.00	73.22	146.44
(b)(4),(b)(6)	Director	Client Billable	Recap Notes	11/22/13	0.50	271.36	135.68
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Create and send out agenda; update dashboard; update calendar	11/25/13	1.00	73.22	73.22
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	11/25/13	2.00	73.22	146.44
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Revise and send new agenda	11/26/13	0.25	73.24	18.31
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	11/26/13	2.00	73.22	146.44
(b)(4),(b)(6)	Director	Client Billable	HUD Happenings on Education Summit	11/26/13	2.25	271.36	610.56
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Media monitoring	11/27/13	2.00	73.22	146.44

FOR INVOICE INQUIRY, PLEASE CALL: customer support 1-212-318-2000

# Bloomberg

Total Pages = 4

Account Number : 30110419

**Bill To:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn : Accounts Payable

**Customer:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: (b)(4),(b)(6)

## SUMMARY

DOCUMENT NO		AMOUNT
5602201764	INVOICE	502.31 USD
<b>Total</b>		<b>502.31 USD</b>



Please mail checks to our "NEW" lockbox at:

Bloomberg Finance LP  
P.O. Box 416604  
Boston, MA 02241-6604

\*(CHECKS MUST BE DRAWN IN US DOLLARS ON A US BANK)\*  
\*(DO NOT SEND CORRESPONDENCE TO THIS ADDRESS)\*

**PLEASE REFERENCE  
BILLING DOCUMENT  
NUMBERS WITH PAYMENT**

\* This invoice is due upon receipt. If payment is not received within 28 days of the invoice date, you will receive a late notice. Soon afterward, the Bloomberg users on this account will receive a message on their Bloomberg terminal notifying them that the account is overdue and their service is in jeopardy of suspension. If the invoice remains unpaid for 56 days after the invoice date, the Bloomberg service will be suspended until payment is received, as per the terms of your contract with Bloomberg. If you have any questions, please call the telephone number on the upper right hand corner of this invoice.

**IF ANY PART OF THIS TRANSMISSION IS RECEIVED IN POOR CONDITION OR MISSING PAGES, PLEASE CALL THE PHONE NUMBER ABOVE FOR RETRANSMISSION**

# Bloomberg

FOR INVOICE INQUIRY, PLEASE CALL: Customer Support 1-212-318-2000

**BLOOMBERG FINANCE L.P.**  
731 Lexington Avenue  
New York, NY 10022  
(Do not send checks to this location)

PLEASE SEND ALL CORRESPONDENCE TO:  
**BLOOMBERG L.P.**  
731 Lexington Avenue  
New York, NY 10022  
(Do not send checks to this location)

## INVOICE

**Bill To:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: Accounts Payable  
PY 30110419

**Customer:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: (b)(4),(b)(6)

Please pay upon receipt

INVOICE NUMBER	INVOICE DATE	ACCOUNT NUMBER	FEDERAL TAX I.D. NO.
5602201764	11/18/2013	(b)(4)	06-1818168

LINE	QTY	CHANGE ACTIVITY	RELATED DESCRIPTION ACCT	RATE	PERIOD START	PERIOD END	AMOUNT
1	1		BGOV License	475.00	11/15/13	12/14/13	475.00

PLEASE REFERENCE INVOICE # WITH PAYMENT

ref/billing code

\*By directing the payment of and/or paying this invoice, you agree that the payment for and use of the products and services listed above do not violate any applicable ERISA or securities laws, breach any fiduciary, contractual, or other obligation of Customer, and, if applicable, satisfy the requirements of Section 2B(e) of the Securities Exchange Act of 1934, as amended.

\* This invoice is due upon receipt. If payment is not received within 28 days of the invoice date, you will receive a late notice. Soon afterward, the Bloomberg users on this account will receive a message on their Bloomberg terminal notifying them that the account is overdue and their service is in jeopardy of suspension. If the invoice remains unpaid for 36 days after the invoice date, the Bloomberg service will be suspended until payment is received, as per the terms of your contract with BFLP. If you have any questions, please call the telephone number on the upper right hand corner of this invoice.

Please mail checks to our "NEW" lockbox at:  
Bloomberg Finance LP  
P.O. Box 416604  
Boston, MA 02241-6604  
\*(CHECKS MUST BE DRAWN IN US DOLLARS ON A US BANK)\*  
\*(DO NOT SEND CORRESPONDENCE TO THIS ADDRESS)\*

SUBTOTAL	475.00
5.750% TAX	27.31
<b>TOTAL (USD)</b>	<b>502.31</b>

PLEASE REFERENCE INVOICE NUMBER 5602201764 WITH PAYMENT



Invoice No. 001-122713

(b)(4),(b)(6)

Burson-Marsteller  
1110 Vermont Avenue, NW  
Suite 1100  
Washington, D.C. 20005

Due Date: 27-JAN-2014  
Invoice Date: 27-DEC-2013

**Description:** UNITED STATES DEPT OF HOUSING & AMP – URBAN DEVELOPMENT

**Activity:** Film an address with Ginnie Mae President Ted Tozer for the Education Summit

**INVOICE DETAIL**

**AMOUNT**

Ginnie Mac Ted Tozer Video

22223239-003 - (November 04 – November 20)

8,900.00

"Payment due in 30 days of invoice date, pending client payment to Burson-Marsteller"

**INVOICE TOTAL DUE**

**\$8,900.00**

**INQUIRY INSTRUCTIONS**

Address Inquiries To:

MARK DEVITO  
Proof Integrated Communications  
1110 Vermont Avenue, N.W., Suite 1100, Washington, DC 20005-3544  
+1.202.842.0500



**Burson-Marsteller**

Dear Gina,

Attached please find an invoice from Burson-Marsteller for professional services and out-of-pocket costs associated with our work on behalf of Ginnie Mae from December 1, 2013 through December 31, 2013.

The December 1-31 invoice totals \$43,706.32 in professional services and out-of-pocket costs, and breaks down as follows:

- \$9,132.58 for Third Party Outreach / Conferences, Events & Outreach Support
- \$25,902.60 for Media Relations & Clips Services
- \$7,169.76 for Marketing Materials Services
- \$1,096.50 for Legislative Tracking
- \$404.88 for Web Page Support

Additionally, the contracting billing totals are as follows:

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0201	46,000.00	-	-	46,000.00	0.00%
CLIN 0202	170,958.00	7,169.76	49,845.84	121,112.16	29.16%
CLIN 0203	510,562.00	25,902.60	340,829.80	169,732.20	66.76%
CLIN 0205	263,650.00	9,132.58	75,561.65	188,088.35	28.66%
CLIN 0206	79,039.00	1,096.50	5,483.11	73,555.89	6.94%
CLIN 0207	120,927.00	404.88	2,219.32	118,707.68	1.84%
CLIN 0208	8,000.00	-	-	8,000.00	0.00%
<b>Contracting Billing Totals</b>	<b>1,199,136.00</b>	<b>43,706.32</b>	<b>473,939.72</b>	<b>725,196.28</b>	<b>39.52%</b>

*(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)*

**Summary of Activities: December 1, 2013 through December 31, 2013**

From December 1-31, 2013, Burson-Marsteller (B-M) delivered on a number of key communications initiatives on behalf of Ginnie Mae. These included providing daily account management and strategic counsel, and providing support for Ginnie Mae's memorandum of understanding (MOU) event with the Japan Housing Finance Agency.

In addition, B-M completed numerous baseline activities throughout the month, writing, revising and distributing the December Stakeholder Letter; writing and distributing one HUD Happenings article; providing guidance on potential speaking engagements, industry events and industry-wide issues; flagging relevant Ginnie Mae media coverage; developing monthly Issuance and UPB reports; and delivering daily media monitoring reports to Ginnie Mae staff.

Some of the highlights for December include:

**Third Party Outreach/Conferences, Event & Outreach Support**

- Provided support and counsel for Ginnie Mae's Japan MOU event. B-M's participation included:
  - Designing and developing copy for materials, including invitations and the MOU itself, for the Japan/MOU event in January.
  - Provided design support and counsel for the event.

- o Attended the event and provided real-time guidance and counsel.
- Provided ongoing account management and strategic counsel.
- Provided continued support throughout the Ginnie Mae staffing transition.

#### **Media Relations and Clips Services**

- Drafted monthly Issuance press release and submitted to Ginnie Mae for media release.
- Distributed daily media monitoring reports to Ginnie Mae staff.
- Participated in weekly conference calls with Ginnie Mae communications team and produced and distributed weekly deliverables.
- Flagged relevant Ginnie Mae media coverage.
- Updated Media Tracker.
- Continued to coordinate initiatives for promoting Ginnie Mae's senior leadership from December 1-30, 2013. Specific actions included:
  - o Discussed presentation and media training needs for Ginnie Mae executives.

#### **Marketing Materials Services**

- Researched, wrote, finalized and distributed December Stakeholder Letter titled, "Ginnie Mae's Foundation Remains Strong: Our 2013 Financial Highlights."
- Wrote and finalized one HUD Happenings for review and publication: "Ginnie Mae Announces Fiscal Yearly 2013 Results."

#### **Legislative Tracking**

- Reviewed and coordinated Bloomberg.gov subscription.
- Processed monthly Bloomberg fee

#### **Webpage Support**

- Developed the November Issuance Chart & Summary and submitted to Ginnie Mae for web posting.
- Developed the November UPB Chart & Summary and submitted to Ginnie Mae for web posting.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4623 if you have any questions regarding this invoice.

Sincerely,



Chad Cowan  
Director



Burson-Marsteller

Invoice 222110176

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT
451 SEVENTH STREET, S.W.
ROOM B-133
PC PHASE 3 SL
WASHINGTON DC 20410

Invoice No: 222110176
Invoice Date: 1/15/2014
Due Date: 2/14/2014
Client No: 22210164
Project No: 22223239
Client PO Ref:

Attn: GINA SCREEN

BILLING PERIOD: December 2013

Table with columns: Quantity, Rate, Amount. Rows include: 22223239 Opt Yr 2, 22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202, Professional Services: rounding adjustment, Director: (b)(4),(b)(6), Client Staff Assistant: (b)(4),(b)(6), Professional Services Total, Out of Pocket Expenses: HCD Int'l December 2013 Fee w/ IFF, Out of Pocket Expenses Total, 22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202 Tot

22223239-002 Opt Yr 2 / Media Relations - Clin 0203

Period: December, 2013

Professional Services:

Table with columns: Quantity, Rate, Amount. Row: Media Training - 12/19 (b)(4),(b)(6) with values 1.00, 7,500.00, 7,500.00

Managing Director:

(b)(4),(b)(6)

Please remit to the address below:

CHECKS

WIRES

INQUIRIES

Burson-Marsteller
PO Box 101880
Atlanta, GA 30392-1880

Bank: Wells Fargo
Account Name: Burson-Marsteller
Routing No: (b)(4)
Account No:
Swift Code

Burson-Marsteller US
230 Park Avenue South
New York NY 10003-1528
(212) 614 4000



Burson-Marsteller

Invoice 222110176

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222110176  
Invoice Date: 1/15/2014  
Due Date: 2/14/2014  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attn: GINA SCREEN

	Quantity	Rate	Amount
Director (b)(4),(b)(6)	15.50	271.36	4,206.08
Client Staff Assistant: (b)(4),(b)(6)	70.25	73.22	5,143.74
	36.50	73.22	<u>2,672.53</u>
Professional Services Total			<u>25,902.60</u>
22223239-002 Opt Yr 2 / Media Relations - Clin 0203 Total			25,902.60
22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205			
Period: December, 2013			
Professional Services: Managing Director (b)(4),(b)(6)	7.50	340.28	2,552.10
Director: (b)(4),(b)(6)	24.25	271.36	<u>6,580.48</u>
Professional Services Total			<u>9,132.58</u>
22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205 Total			9,132.58
22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206			
Period: December, 2013			
Out of Pocket Expenses: Bloomberg December 2013			1,088.34
IFF Bloomberg			<u>8.16</u>
Out of Pocket Expenses Total			<u>1,096.50</u>
22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206 Total			1,096.50

Please remit to the address below:  
CHECKS

WIRES

INQUIRIES

Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 614 4000
--	--	---

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.





Date: 1/15/14  
 9:38:13 PM GMT+00:00  
 Run by: Kenneth Somerville

# Invoice Backup

Company Burson-Marsteller US (222)

Invoice No. 222110176  
 Client 22210184 UNITED STATES OEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 1/15/14  
 Main Project 22223239 Opt Yr 2

22223239-002 Opt Yr 2 / Media Relations - Cln 0203

Time	Level	Task	Description	Date	Hours	Rate	Invoiced
Employee (b)(4),(b)(6)	Client Staff Assistant	Client Billable	Signing Ceremony Details; Sent out Save the Date: Updated dashboard	12/23/13	2.50	73.22	183.05
	Client Staff Assistant	Client Billable	Media monitoring	12/23/13	2.00	73.22	146.44
	Client Staff Assistant	Client Billable	Media monitoring	12/26/13	2.00	73.22	146.44
	Client Staff Assistant	Client Billable	HUD Happenings and Distribution	12/26/13	1.00	271.38	271.38
	Director	Client Billable	Media monitoring	12/27/13	2.00	73.22	146.44
	Client Staff Assistant	Client Billable	Media monitoring	12/30/13	2.00	73.22	146.44
	Client Staff Assistant	Client Billable	Media monitoring	12/31/13	(1.00)	0.03	(0.03)
	Default	Fee Write Down	rounding adjustment				
	Default	Fee Write Up	Fixed fee for 12.19.13 Media Training w/Don Cunningham	1/2/14	1.00	7,500.00	7,500.00
				<b>Time Total</b>		<b>141.00</b>	

Write up/down employee WDC Public Affairs  
 Write up/down employee WDC Public Affairs

**HCD INTERNATIONAL**  
Providing Excellence in Service

4390 Parliament Place, Suite A  
Lanham, MD 20706

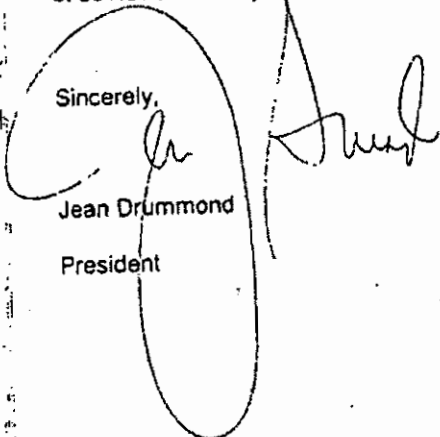
T 301.552.8803  
F 301.552.6138

+ **Web Page Support**

No Activities for this reporting period.

On behalf of the HCD International team, it's always a pleasure working with you. Please contact me at 301.552.8803 if you have any questions or require additional information regarding this invoice.

Sincerely,

  
Jean Drummond

President

BILLING #: 000025

PAGE: 01  
BILLING DATE: 01/07/14

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: SHARON BALKAM

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: S001

TOTAL CONTRACT: 385,300.14  
CONTRACT NAME: GNMA - CLIN 001

BILL PD FROM: 12/01/13 TO: 12/31/13	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
SR RESEARCH ASST	82.56	3.0	247.68	5.5	454.08
SR SYSTEMS ANALYST	120.80	16.0	1,932.80	32.0	3,865.60
TOTAL LABOR		19.0	2,180.48	37.5	4,319.68
CONSULTANTS - LABOR			300.00		300.00
SUBTOTAL ODCS			300.00		300.00
GENERAL & ADMIN 12.30%			36.90		36.90
TOTAL NON-LABOR BILLABLE			336.90		336.90
TOTAL BILLING			2,517.38		4,656.58

BILLING #: 000025

PAGE: 01  
BILLING DATE: 01/07/14

TO: BURSON-MARSTELLAR, LLC  
1110 VERMONT AVE, NW  
SUITE 1200  
WASHINGTON, DC 20005-3554  
ATTN: (b)(4),(b)(6)

FROM: HCD INTERNATIONAL, INC.  
4390 PARLIAMENT PLACE, SUITE A  
LANHAM, MD 20706

PRIME CONTRACT #: AGMT DTD 7/7/2011  
OTHER CONTRACT #:  
ACCOUNT NUMBER: S001-201

TOTAL CONTRACT: 169,675.60  
CONTRACT NAME: GNMA-MARKETING CLIN0010P2

BILL PD FROM: 12/01/13 TO: 12/31/13	CURRENT RATE	CURRENT HOURS	CURRENT BILLABLE	CUMULATIVE HOURS	CUMULATIVE BILLABLE
SR RESEARCH ASST	82.56	3.0	247.68	5.5	454.08
SR SYSTEMS ANALYST	120.80	16.0	1,932.80	32.0	3,865.60
TOTAL LABOR		19.0	2,180.48	37.5	4,319.68
CONSULTANTS - LABOR			100.00		300.00
SUBTOTAL ODCS			300.00		300.00
GENERAL & ADMIN 12.30¢			36.90		36.90
TOTAL NON-LABOR BILLABLE			336.90		336.90
TOTAL BILLING			2,517.38		4,656.58

CLIENT: BURSON-MARSTELLER  
 CONTRACT ID: AGMT DTD 7/7/2011  
 OTHER ID:  
 CONTR'S #: S001-201  
 CONTR NAME: GNMA-MARKETING CLIN0010P2

FROM: 52-1940031  
 HCD INTERNATIONAL, INC.  
 4390 PARLIAMENT PLACE, SUITE A  
 LANHAM, MD 20706

=====

HOLLY, BYRON	SR SYSTEMS ANALYST	RATE: 120.80
-----		
TIMESHEET DATE	HOURS	BILLED AMT
-----		
12/15/13	1.000	120.80
12/31/13	15.000	1812.00
-----		
	16.000	1932.80
=====		

<span style="border: 1px solid black; padding: 2px;">(b)(4),(b)(6)</span>	SR RESEARCH ASST	RATE: 82.56
-----		
TIMESHEET DATE	HOURS	BILLED AMT
-----		
12/31/13	3.000	247.68
-----		
	3.000	247.68
=====		
TASK TOTALS	19.000	2180.48
=====		

# Bloomberg

URGENT  
LNY

**BLOOMBERG FINANCE L.P.**  
731 Lexington Avenue  
New York, NY 10022  
(Do not send checks to this location)

FOR INVOICE INQUIRY, PLEASE CALL: Customer Support 1-212-318-2000

PLEASE SEND ALL CORRESPONDENCE TO:  
**BLOOMBERG L.P.**  
731 Lexington Avenue  
New York, NY 10022  
(Do not send checks to this location)

U  
1/6/14

## INVOICE

**Bill To:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: Accounts Payable  
PY 30110419

(b)(4),(b)(6)

**Customer:**  
BURSON-MARSTELLER  
1110 VERMONT AVE NW  
SUITE 1200  
WASHINGTON DC 20005-3544  
Attn: (b)(4),(b)(6)

(b)(4),(b)(6)

Please pay upon receipt

222601881

INVOICE NUMBER	INVOICE DATE	ACCOUNT NUMBER	FEDERAL TAX I.D. NO.
5602201764	11/18/2013	(D)(4)	06-1818168

LINE	QTY	CHANGE ACTIVITY	RELATED DESCRIPTION ACCT	RATE PERIOD PERIOD		AMOUNT
				START	END	
1	1		BGOV License	475.00	11/15/13 12/14/13	475.00

PLEASE REFERENCE INVOICE # WITH PAYMENT

ref/billing code

\*By directing the payment of and/or paying this invoice, you agree that the payment for and use of the products and services listed above do not violate any applicable ERISA or securities laws, breach any fiduciary, contractual, or other obligation of Customer, and, if applicable, satisfy the requirements of Section 20(e) of the Securities Exchange Act of 1934, as amended.

\*This invoice is due upon receipt. If payment is not received within 28 days of the invoice date, you will receive a late notice. Soon afterward, the Bloomberg users on this account will receive a message on their Bloomberg terminal notifying them that the account is overdue and their service is in jeopardy of suspension. If the invoice remains unpaid for 56 days after the invoice date, the Bloomberg service will be suspended until payment is received, as per the terms of your contract with BFLP. If you have any questions, please call the telephone number on the upper right hand corner of this invoice.

Please mail checks to our "NEW" lockbox at:  
Bloomberg Finance LP  
P.O. Box 416604  
Boston, MA 02241-6804  
\*(CHECKS MUST BE DRAWN IN US DOLLARS ON A US BANK)\*  
\*(DO NOT SEND CORRESPONDENCE TO THIS ADDRESS)\*

SUBTOTAL	475.00
5.750% TAX	27.31
<b>TOTAL (USD)</b>	<b>502.31</b>

PLEASE REFERENCE INVOICE NUMBER 5602201764 WITH PAYMENT



Burson-Marsteller

Invoice 222110787

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222110787  
Invoice Date: 3/5/2014  
Due Date: 4/4/2014  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attn: GINA SCREEN

BILLING PERIOD: February 2014

	Quantity	Rate	Amount
22223239 Opt Yr 2			
22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202			
Period: February, 2014			
Professional Services:			
Director:			
(b)(4),(b)(6)	36.25	271.36	9,836.80
Professional Services Total			9,836.80
22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202 Tot			9,836.80
22223239-002 Opt Yr 2 / Media Relations - Clin 0203			
Period: February, 2014			
Professional Services:			
rounding adjustment	-1.00	0.02	-0.02
Managing Director:			
(b)(4),(b)(6)	3.75	340.28	1,276.05
Director:			
(b)(4),(b)(6)	2.75	271.36	748.24
	38.25	271.36	10,379.52
Client Staff Assistant:			
(b)(4),(b)(6)	3.00	73.22	219.66
	35.25	73.22	2,581.03
	30.00	73.22	2,196.60
Professional Services Total			17,399.08
22223239-002 Opt Yr 2 / Media Relations - Clin 0203 Total			17,399.08

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 614 4000

Burson-Marsteller US is part of the WPP Group of companies

WPP Corporate Code: Responsibility report on the wpp.com website.



Burson-Marsteller

Invoice 222110787

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222110787  
Invoice Date: 3/5/2014  
Due Date: 4/4/2014  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attn: GINA SCREEN

	Quantity	Rate	Amount
22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205			
Period: February, 2014			
Professional Services:			
Director:			
(b)(4),(b)(6)	2.50	271.36	678.40
	32.75	271.36	8,887.04
Client Staff Assistant:			
(b)(4),(b)(6)	0.75	73.22	54.92
Professional Services Total			9,620.36
22223239-003 Opt Yr 2 / 3rd Party Outreach - Clin 0205 Total			9,620.36

22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206

Period: January, 2014 - February, 2014

Out of Pocket Expenses:  
Bloomberg Jan 2014 & Feb 2014 with IFF  
Out of Pocket Expenses Total

(b)(4)

22223239-004 Opt Yr 2 / Legislative Tracking - Clin 0206 Total

2,024.30

22223239-005 Opt Yr 2 / Web Page Support - Clin 0207

Period: February, 2014

Professional Services:

Director:

(b)(4),(b)(6)

1.75 271.36 474.88

Client Staff Assistant:

Please remit to the address below:

CHECKS

WIRES

INQUIRIES

Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528 (212) 614 4000
--	--	---

Burson-Marsteller US is part of the WPP Group of companies and adheres to WPP ethical standards, which can be found in the WPP Corporate Social Responsibility report on the wpp.com website.





Burson-Marsteller

Invoice 222110787

UNITED STATES DEPT OF HOUSING & URBAN DEVELOPMENT  
451 SEVENTH STREET, S.W.  
ROOM B-133  
PC PHASE 3 SL  
WASHINGTON DC 20410

Invoice No: 222110787  
Invoice Date: 3/5/2014  
Due Date: 4/4/2014  
Client No: 22210164  
Project No: 22223239  
Client PO Ref:

Attr. GINA SCREEN

	Quantity	Rate	Amount
(b)(4),(b)(6)	0.50	73.22	<u>36.61</u>
Professional Services Total			<u>511.49</u>
22223239-005 Opt Yr 2 / Web Page Support - Clin 0207 Total			<u>511.49</u>

INVOICE TOTAL DUE USD 39,392.03

PAYMENT DUE 4/4/2014

Please remit to the address below:

CHECKS	WIRES	INQUIRIES
Burson-Marsteller PO Box 101880 Atlanta, GA 30392-1880	Bank: Wells Fargo Account Name: Burson-Marsteller Routing No: (b)(4) Account No: Swift Code:	Burson-Marsteller US 230 Park Avenue South New York NY 10003-1528  (212) 614 4000

US Department of Housing and Urban Development (2223239)

Contract # C-OPO-23863

Report Date 3.04.2014

Budget SnapShot

Requisition/Purchase Request No.	R-2010-TN-00017	R-2010-TN-00017	R-2010-TN-00017
Period of Performance	7/07/2013-7/06/2014	07/2013-7/06/2014	7/07/2013-7/06/2014
Total Budget	1,199,136.00	1,153,136.00	46,000.00
Total Expended	563,243.06	563,243.06	-
Remaining Budget	635,892.94	589,892.94	46,000.00
Type of Award	T&M & FFP	T&M	e) Market Plan Optional
Planned /Actual Completion Date	7/6/2014	7/6/2014	7/6/2014

Client Tracker

Deliverable (i.e. Task Order, CLIN, etc)	Contract Amt Obligated	Current Invoice Amt for this Billing Period	Cumulative Amt Billed to Date	Remaining Unliquidated Obligation	Budget Utilization
CLIN 0201	46,000.00	-	-	46,000.00	0.00%
CLIN 0202	170,958.00	9,836.80	81,179.85	89,778.15	47.49%
CLIN 0203	510,562.00	17,399.08	374,979.44	135,582.56	73.44%
CLIN 0205	263,650.00	9,620.36	94,572.38	169,077.62	35.87%
CLIN 0206	79,039.00	2,024.30	7,507.41	71,531.59	9.50%
CLIN 0207	120,927.00	511.49	5,003.98	115,923.02	4.14%
CLIN 0208	8,000.00	-	-	8,000.00	0.00%
<b>Contracting Billing Totals</b>	<b>1,199,136.00</b>	<b>39,392.03</b>	<b>563,243.06</b>	<b>635,892.94</b>	<b>46.97%</b>

(CLIN 0104 is superseded by CLIN 0105 under Modification 003 dated 8/15/2012)

Monthly Budget Tracking

Item Type	CLIN#	Description	Parties	Maconomy	Task Order Budget	Feb-14	Total Cumulative	Budget Remaining	Budget Utilization
T&M	0202	Marketing Materials Services	BM / HCDI	22223239-001	170,958.00	9,836.80	81,179.85	89,778.15	47.49%
T&M	0203	Media Relations/ Claps Services Labor & Materials	BM / HCDI	22223239-002	510,562.00	17,399.08	374,979.44	135,582.56	73.44%
T&M	0205	Third Party Outreach and Validation Labor	BM / HCDI	22223239-003	263,650.00	9,620.36	94,572.38	169,077.62	35.87%
T&M	0206	Legislative Tracking Labor	BM / HCDI	22223239-004	79,039.00	2,024.30	7,507.41	71,531.59	9.50%
T&M	0207	Web Page Support Labor	BM / HCDI	22223239-005	120,927.00	511.49	5,003.98	115,923.02	4.14%
CR	0208	Travel	BM / HCDI	22223239-006	8,000.00	-	-	8,000.00	0.00%
<b>Total NTE Amount</b>		<b>Total 0102 Through 0108</b>			<b>1,153,136.00</b>	<b>39,392.03</b>	<b>563,243.06</b>	<b>589,892.94</b>	<b>48.84%</b>
FFP	0201	Marketing Plan - Firm Fixed Price-	0201	BM	46,000.00	-	-	46,000.00	0.00%
<b>Totals for CLIN 0101 Through 0108)</b>					<b>1,199,136.00</b>	<b>39,392.03</b>	<b>563,243.06</b>	<b>635,892.94</b>	<b>46.97%</b>

## Invoice Backup

Currency Type: Currency  
 Invoice Number(s): 222110787

Invoice No. 222110787  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 3/5/14  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

**22223239-001 Opt Yr 2 / Marketing Materials Services - Clin 0202**

**Time**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced	
(b)(4),(b)(6)	Director	Client Billable	HUD Happenings and stakeholder research CREF/MF	2/4/14	0.50	271.36	135.68	
	Director	Client Billable	HUD Happenings and stakeholder letter- MF/CREF	2/5/14	1.00	271.36	271.36	
	Director	Client Billable	MF/CREF background	2/6/14	0.25	271.36	67.84	
	Director	Client Billable	HUD Happenings development, stakeholder letter	2/7/14	3.00	271.36	814.08	
	Director	Client Billable	HUD Happenings and Stakeholder Letter correspondence	2/10/14	0.75	271.36	203.52	
	Director	Client Billable	Hud Happenings and Stakeholder letter correspondence	2/11/14	0.50	271.36	135.68	
	Director	Client Billable	Call with Michelle on CREF/MF conference	2/12/14	1.50	271.36	407.04	
	Director	Client Billable	HUD Happenings	2/14/14	3.00	271.36	814.08	
	Director	Client Billable	OMB Letter	2/18/14	3.50	271.36	949.76	
	Director	Client Billable	mo/legacy document framework	2/19/14	1.50	271.36	407.04	
	Director	Client Billable	HUD Happenings Review, mo/legacy document framework	2/20/14	4.50	271.36	1,221.12	
	Director	Client Billable	Stakeholder letter background on MF program/CREF	2/21/14	3.00	271.36	814.08	
	Director	Client Billable	Legacy framing for MOU and Commitment Authority	2/24/14	1.25	271.36	339.20	
	Director	Client Billable	Stakeholder letter for Feb, HH for early March, MF/CREF	2/25/14	5.00	271.36	1,356.80	
	Director	Client Billable	Stakeholder and HUD Happas for six months, research/review possible topics, conferences over next 3 months review	2/26/14	4.00	271.36	1,085.44	
	Director	Client Billable	Stakeholder letter for Feb, turned edits from EVP	2/27/14	1.50	271.36	407.04	
	Director	Client Billable	Ongoing planning, key topics for messaging	2/28/14	1.50	271.36	407.04	
						<b>Time Total</b>	<b>36.26</b>	<b>9,838.80</b>

**22223239-002 Opt Yr 2 / Media Relations - Clin 0203**

**Time**

Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Conference Call; Agenda Notes; Creation of Youtube Account	2/3/14	5.00	73.22	366.10
	Client Staff Assistant	Client Billable	Media monitoring	2/3/14	2.00	73.22	146.44
	Director	Client Billable	Meeting prep, agenda review, recap notes review, meeting, clips review	2/3/14	4.25	271.36	1,153.28
	Managing Director	Client Billable	Review and analyze coverage; team/account oversight/management	2/3/14	0.25	340.28	85.07
	Client Staff Assistant	Client Billable	Slide deck creation; YouTube site development; Subscription password retrieval	2/4/14	3.00	73.22	219.66
	Client Staff Assistant	Client Billable	Media monitoring	2/4/14	2.00	73.22	146.44
	Director	Client Billable	Clip review	2/4/14	1.50	271.36	407.04
	Managing Director	Client Billable	Review and analyze coverage; team/account oversight/management	2/4/14	0.25	340.28	85.07
	Client Staff Assistant	Client Billable	Media monitoring	2/5/14	2.00	73.22	146.44



### Invoice Backup

Invoice No. 222110787  
 Client 22210164 UNITED STATES DEPT OF HOUSING &  
 URBAN DEVELOPMENT

Invoice Date 3/5/14  
 Main Project 22223239 Opt Yr 2

Company Burson-Marsteller US (222)

22223239-005 Opt Yr 2 / Web Page Support - Clin 0207

Time	Employee	Level	Task	Description	Date	Hours	Rate	Invoiced
	(b)(4),(b)(6)	Client Staff Assistant	Client Billable	Issuance formatting	2/3/14	0.50	73.22	36.61
		Director	Client Billable	Youtube channel work	2/3/14	0.50	271.36	135.68
		Director	Client Billable	youtube channel work	2/4/14	0.25	271.36	67.84
		Director	Client Billable	youtube discussion	2/6/14	0.25	271.36	67.84
		Director	Client Billable	Youtube/google plus channel	2/10/14	0.25	271.36	67.84
		Director	Client Billable	UPB Summary review	2/12/14	0.25	271.36	67.84
		Director	Client Billable	RPB and issuance	2/25/14	0.25	271.36	67.84
				<b>Time Total</b>		<b>2.25</b>		<b>511.49</b>
							<b>Invoice on Account Amount</b>	<b>0.00</b>
							<b>Invoice 222110787 Total</b>	<b>39,392.03</b>

- Provided support and counsel for Ginnie Mae's participation in upcoming conferences and other external events:
  - Roadshows/roundtables to provide instructive input to discussions about Federal Home Loan Banks in Congressional Districts.
  - Suggested messaging for leadership and conference participants
  - Preliminary discussion about development of executive talking points based on the updated message house to ensure all speakers are using consistent messages in their external engagements.
- Provided ongoing general account management and strategic counsel.
- Provided continued support throughout the Ginnie Mae staffing transition.

#### **Media Relations and Clips Services**

- Drafted monthly Issuance press release and submitted to Ginnie Mae for media release.
- Distributed daily media monitoring reports to Ginnie Mae staff.
- Participated in weekly conference calls with Ginnie Mae communications team and produced and distributed weekly deliverables.
- Flagged relevant Ginnie Mae media coverage.
- Updated Media Tracker.
- Continued to coordinate initiatives for promoting Ginnie Mae's senior leadership from February 1-28, 2014. Specific actions included:
  - Discussed presentation and media training needs for Ginnie Mae executives.
  - Discussed opportunities for local media while traveling out of the D.C. area and making the most of travel.

#### **Marketing Materials Services**

- Researched, wrote, and finalized March Stakeholder Letter titled "Ginnie Mae Participates in MBA's 2014 Commercial Real Estate Finance/Multifamily Housing Convention."
- Wrote and finalized HUD Happenings for review and publication: "Ginnie Mae Adapting to Multifamily Industry Paradigm Shift."
- Laid out tentative schedule of HUD Happenings and Stakeholder Letters through June 2014 to ensure a planful process with adequate production time.

#### **Legislative Tracking**

- Reviewed and coordinated Bloomberg.gov subscription.
- Processed monthly Bloomberg fee.

#### **Webpage Support**

- Developed the February Issuance Chart & Summary and submitted to Ginnie Mae for web posting.
- Developed the February UPB Chart & Summary and submitted to Ginnie Mae for web posting.

On behalf of the Burson-Marsteller team, it's always a pleasure working with you. Please contact me at 202-530-4623 if you have any questions regarding this invoice.

Sincerely,



Chad Cowan  
Director