ATTACHMENT A TO AW02-GSC WITH FEVERPRESS LLC

Tactical Execution

16(i)(b)

000002
ATTACHMENT A TO AW02-GSC WITH FEVERPRESS LLC

In addition, we would assist with the following:

Mers Morgan

Fees

We propose a retainer of $85,000 (Canadian) for the project.

We would invoice you on the following schedule:

- $40,000 upon signing our engagement (along with delivery of a media outreach plan)
- $15,000 on March 25, 2013
- $10,000 upon completion of the assignment in late April/early May.

About FEVERPRESS
ATTACHMENT A TO AW02-GSC WITH FEVERPRESS LLC

FEVERPRESS was born out of the shared belief that the leaders of companies and organizations increasingly seek communications counsel that can address the complexity of their businesses. What brought us together is our realization that what excites us most about our profession is the opportunity to act as valued advisors to senior executives, board members and public figures who seek communications counsel on challenging PR remits and sensitive issues. We also share a commitment to superior client service and derive a great deal of personal and professional satisfaction from developing lasting client relationships.

We have each established ourselves as valued advisors to senior executives, board members and public figures who seek strategic communications counsel. With professional backgrounds that include careers in journalism, politics, business and law, we bring high touch, highly complementary perspectives to PR challenges to find solutions that make a difference.
ATTACHMENT A TO AW02-GSC WITH FEVERPRESS LLC

Hillary Lefebvre
Co-Founder and Principal

Co-Founder of FEVERPRESS, Hillary has spent the past decade working closely with the most influential thought leaders and opinion makers in American media. From her time as a journalist in both cable and network news to her work as a top communications official in the Hillary Clinton for President campaign, her work on both sides of the media spectrum have given her a unique understanding of what it takes to wage a successful media campaign. As founder and President of On Air Strategy LLC and Managing Director of Teneo Strategy, Hillary successfully executed targeted communications strategies for a wide variety of clients, including non-profit organizations, advocacy groups, political think tanks and Fortune 500 companies.

Hillary served as the Director of Broadcast Media for the Hillary Clinton for President campaign, acting as the primary broadcast liaison between the campaign and a broad spectrum of network, cable and business news outlets. She was responsible for the development of broadcast communications strategy and would pitch stories to help amplify message points. Hillary also served as a campaign spokesperson appearing on such networks and shows as FOX News, MSNBC, Access Hollywood, XM Radio and FOX News Radio.

Prior to joining the campaign, Hillary spent seven years in television news production, first as producer for the long running CNN political debate show Crossfire and then as a producer for ABC News' flagship late night news program Nightline in the network's Washington bureau.

In these roles she was a witness to history covering a variety of breaking news events from the 2004 Presidential election for the CNN Political Unit to the massacre at Virginia Tech for Nightline, for which ABC News received the prestigious Edward R. Murrow Award for News Coverage.

David Press
Co-Founder and Principal

Co-Founder of FEVERPRESS, David brings a deep background in corporate strategy and issues management with more than 20 years of experience as a lawyer and a communications practitioner. David has established his reputation as a strategic counselor to companies and their senior management teams, helping them successfully navigate complex and often highly sensitive public relations matters. David's issues management assignments have included mergers and acquisitions, restructurings, hostile situations, IPOs and a variety of crises.
ATTACHMENT A TO AW02-GSC WITH FEVERPRESS LLC

David has developed and implemented highly impactful corporate positioning campaigns for a variety of public and private companies which include Tata Group, The Reader’s Digest Association, American Express, Movado, Guardian Life, Lululemon, Dollar General, Ideel, InBev, Teva Pharmaceuticals, Allergan, Gold Fields, CNOOC and Sanofi-Synthelabo as well as nearly all of the leading U.S. investment banks and a number of alternative asset management companies. In addition, David has advised many start-ups both as a communications consultant and a lawyer.

Prior to founding FEVERPRESS, David Press was the head of Corporate Strategy at kwillken + company where he developed and implemented corporate positioning and executive visibility campaigns. Previously, David was a Managing Director in Special Situations at FTI Consulting’s Strategic Communications division working on issues management and cross border matters. David began his communications career as a Director at Brunswick Group in New York focusing on mergers and acquisitions. Before that, David worked in Business Development at America Online in Virginia where he structured and negotiated revenue and content deals and developed new business. David began his career in New York where he practiced corporate finance/securities law for several years, most recently at Morrison & Foerster LLP.

David is a member of the Bar in The State of New York. David received his JD at Columbia Law School and his BA from Stanford University. David has previously lived and worked in France and is fluent in French.
GENERAL SERVICES CONTRACT (GSC)

Agreement made as of the 18th day of March, 2013

BETWEEN:
HER MAJESTY THE QUEEN IN RIGHT OF THE PROVINCE OF ALBERTA, AS REPRESENTED BY THE MINISTER OF INTERNATIONAL AND INTERGOVERNMENTAL RELATIONS (HEREINAFTER CALLED THE "MINISTER")

AND:
FEVERPILLS LLC (HEREINAFTER CALLED THE "CONTRACTOR")

Address: 11 PRINCE STREET SUITE 1A, NEW YORK, NEW YORK 10012

IN CONSIDERATION OF THE TERMS AND CONDITIONS HERETOF, THE PARTIES AGREE AS FOLLOWS:

1. The Contractor will undertake the following services in a manner consistent with the Code Conduct and Ethics administered by the Department:

a. Prepare a media strategy to give the current debate regarding the Keystone XL Pipeline and oil sands development more context in order to ensure continued and expanded media access to the U.S. for Alberta oil sands resources. The strategy will focus on finding high points in US media interest in Alberta, highlight meetings with Alberta Ministers and the availability of the Alberta Representative.

b. On March 27, 2013, an update of the strategy and media opportunities secured to date.

c. Work to be completed alter April 1, 2013 will consist of completion of scheduled interviews related to Premier Redford's US tour, the US tour of Alberta Ministers and opportunities for the Alberta Representative, as well as any additional follow-up work relating to media outreach and bookings that are scheduled for April or May as a result of outreach in March.

2. The Contractor will commence work on March 15, 2013 and shall complete the work by June 1, 2013.

3. In consideration of the satisfactory performance of this Agreement, the Minister shall pay to the Contractor a sum not to exceed CAN$ 60,000, payable in accordance with the following terms:

   The contractor will be paid CAN$40,000 upon submission of detailed invoice & department approval of delivery 1a)

   The contractor will be paid CAN$15,000 upon submission of detailed invoice & department approval of delivery 1b).

   The contractor will be paid CAN$10,000 upon submission of detailed invoice & department approval of delivery 1c).

4. The representative of the Minister (Contract Manager) for the purposes of this Agreement is:

   David Manning
   (name)
   Alberta’s Representative in Washington
   (title)

5. All notices and invoices shall be given in writing, and addressed to the representative of the Minister at the following address:

   REPRESENTATIVE: David Manning

6. This Agreement shall incorporate all terms and conditions set out on the reverse side of this form and, where applicable, any attachments referred to in this Agreement (attached).

   PLEASE SEE ATTACHMENT A TO THIS AGREEMENT ENTITLED: "COMMUNICATIONS PROPOSAL RELATED TO KEYSTONE XL PIPELINE"

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

HER MAJESTY THE QUEEN IN RIGHT OF THE PROVINCE OF ALBERTA, AS REPRESENTED BY THE MINISTER OF INTERNATIONAL AND INTERGOVERNMENTAL RELATIONS

Signature
DAVID J. MANNING, REPRESENTATIVE

Print name and title

FOIP Request #2013-G-0032 (IIR) / Page 000007
International and Intergovernmental Relations

Terms and Conditions

1. Definitions
   1.1 "Term" means the period of time during which the Agreement is in effect.
   1.2 "Agreement" means the written contract or agreement between the parties.

2. Representations and Warranties
   2.1 The parties represent and warrant that they have the authority to enter into this Agreement.
   2.2 The parties represent and warrant that they have the financial ability to perform their obligations under this Agreement.

3. Payment
   3.1 Payment shall be made in accordance with the terms of this Agreement.
   3.2 The party receiving payment shall provide an invoice in a form approved by the other party.

4. Indemnification
   4.1 The party receiving payment shall indemnify and hold harmless the other party from any losses or damages incurred as a result of the performance of the Agreement.
   4.2 The party paying for the services shall indemnify and hold harmless the party receiving payment.

5. Termination
   5.1 Either party may terminate this Agreement by written notice to the other party.
   5.2 Upon termination, any unpaid invoices shall be due and payable immediately.

6. Governing Law
   6.1 The Governing Law for this Agreement shall be the laws of the Province of Alberta.
   6.2 Any disputes arising under this Agreement shall be resolved through arbitration in accordance with the laws of the Province of Alberta.

7. Amendments
   7.1 This Agreement may be amended or modified by mutual written agreement of the parties.

8. Entire Agreement
   8.1 This Agreement contains the entire agreement between the parties and supersedes all prior negotiations and agreements.

9. Notices
   9.1 All notices required or permitted under this Agreement shall be in writing and shall be delivered by certified mail or fax.

10. Governing Language
    10.1 This Agreement is written in English and shall be interpreted in accordance with the laws of the Province of Alberta.

11. Counterparts
    11.1 This Agreement may be executed in counterparts, each of which shall be deemed an original.

12. Severability
    12.1 If any provision of this Agreement is held to be invalid or unenforceable, the remainder of this Agreement shall remain in full force and effect.

13. Waiver
    13.1 The failure of either party to enforce any provision of this Agreement shall not be deemed a waiver of that provision or of any other provision.

14. Force Majeure
    14.1 Neither party shall be liable for any delay or failure to perform its obligations under this Agreement due to acts of God, war, terrorism, or other causes beyond its control.

15. Survival
    15.1 The provisions of this Agreement relating to confidentiality, indemnification, and governance shall survive the termination of this Agreement.

This Agreement is entered into on ______, 20____.

[Signatures]

[Date]
**FEVERPRESS**  
11 Prince Street Suite 2A  
New York, NY 10012  
Ph: 917.721.7046  
E: david@feverpress.com

Date: March 20, 2013  
INVOICE

To: David Manning, QC  
Alberta Representative  
Embassy of Canada  
501 Pennsylvania Ave., NW  
Washington, D.C. 20004-2114  
917.441.3903

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<th>Description</th>
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Thank you for your business!

**Pay in con per cle:

Contract #: 16(i)(ii) Desc.

Actual #: 16(i)(ii) Desc.

Factored PMT To: 16(i)(ii)

Remit: Wire transfer request

Submitted at May 3, 13

Remit: 000011
**FEVERPRESS**
11 Prince Street Suite 2A
New York, NY 10012
P: 917.221.7066
E: david@feverpress.com

Date: March 25, 2013

**INVOICE**

To: David Manning, QC
Alberta Representative
Embassy of Canada
501 Pennsylvania Ave., NW
Washington, D.C. 20001-2114
917.881.5952

<table>
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<td>Services</td>
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</table>

Thank you for your business!

Factored PAMT TO:

Contract # 02794 - 13 Desc.
Actual # A/131321 Desc.


FEVERPRESS
To: David Manning, Mary Ballantyne
From: FEVERPRESS
Date: March 31, 2013
Re: Update related to media outreach for April visit and beyond

Below is a summary of our public relations outreach efforts thus far to assist the Government of Alberta in their messaging. Our outreach at Alberta’s direction has been to those media outlets critical to the political discourse in this country, with particular emphasis on influential outlets who have covered the recent Keystone XL Pipeline project in a negative way. On the understanding that the profile of Alberta has increased as a result of Keystone, our direction has been to counter disinformation about the resource and assist Alberta in clarifying its position on the environment and the sustainability of Alberta resource development.

We are providing this update per the remit outlined in the AWO2-GSC document and thus have included the two invoices for payment referenced therein. We have included wire instructions, as well.

Given the compressed time frame between our engagement and the Premiers US visit in early April, our primary focus has been outreach to producers and reporters to gauge level of interest in the Keystone issue and to introduce the Premier as a spokesperson to speak on behalf of Canadian efforts to secure approval of the pipeline. We have been quickly able to secure interest with some of the key media who are influential in DC and reach the key stakeholder audiences. We have included updates on our outreach and status below.

In terms of our outreach going forward, importantly, the Keystone issue is currently less prominent on the agendas of the news media we are targeting compared to a month ago when we began our discussions. We therefore recommend a slight change in our strategy to secure the interest of our bigger targets (e.g., Charlie Rose, Piers Morgan, etc.), which have expressed initial interest but have expressed some hesitations. Given the importance of issues such as immigration, gun control, and the economy, the pipeline story is less top of mind than earlier this year, when the Department of State’s Supplemental Environmental Impact Assessment was released.

We have devised a strategy to focus interest on Alberta as a contributor to the US economy and environmental sustainability, to take advantage of ongoing media interest in energy security, seasonal interest in gasoline prices, and responding to increased efforts by the environmental community to portray Keystone’s impact in a very negative way. The SEIS will no doubt generate a new campaign with new resources, as it was generally perceived to be positive for Alberta. See “Suggested Additional Outreach” below.

Outreach Update: Media Targeting, Rationale and Status To-Date

TV

Charlie Rose
PBS, daily broadcast out at 11pm (air times different depending on market)
Outreach: Pitches made to Executive Producer and Booking for an interview scheduled around the Premier's visit. Pitched her solo and also in conjunction with Dan Yergin.

Response: Given media interest around other pressing issues, such as the economy, gun violence, and immigration, we were told the lead time was too short but they might be interested in something in June when she is in New York next, depending on what happens with the issue between now and then. Will follow up for June visit.

Suggested next steps: Assist Alberta in engaging Charlie Rose in a planned Foreign Policy Association conference to increase their attention and interest in Alberta and its story.

Morning Joe
MSNBC, daily 6am ET
Outreach: Met with Senior Producer

Response: Lead time is too short for April trip but they would consider an interview when there is a more of a news peg. Should revisit for the June trip.

Suggested next steps: FeverPress needs to send revised pitch per MJ request and follow up. I also think that the Andrea Mitchell interview opportunity (referenced below) will help secure this one later.

Piers Morgan LIVE
CNN, daily 9pm ET
Outreach: Discussed with Executive Producer

Response: Initial interest is soft given the lack of a news peg.

Suggested next steps: FeverPress to follow up.

Andrea Mitchell, Senior Foreign Correspondent, NBC News and Anchor, Andrea Mitchell Reports
MSNBC, daily, 1pm ET
Outreach: Emailed anchor and producer

Response: Very interested, but there are timing challenges, as her interview must be live and preferably from the Washington DC studio.

Suggested next steps: Sustain interest for a future interview.

Outcome: Unable to schedule live interview due to the Premier’s schedule constraints.

The Lead with Jake Tapper, CNN’s Chief Washington Correspondent
CNN, daily, 4pm ET
Outreach: Emailed with Supervising Producer regarding an interview during the Premier’s April trip

Response: Would like to schedule an interview during the 4p hour on Tuesday April 9.

Suggested next steps: Confirm and schedule the interview.
**Outcome**: Unable to schedule due to Premier's schedule constraints

**NewsHour with Jim Lehrer**  
PBS, daily, 8pm ET  
**Outreach**: Emailed with Senior producer

**Response**: Would like to schedule an interview to pretape in the 5p hour on Tuesday April 9.

**Suggested next steps**: Confirm and schedule the interview

**Outcome**: Unable to schedule due to Premier's schedule constraints

**Radio**

NPR, All Things Considered  
**Outreach**: Emailed Executive Producer

**Response**: Would like to pretape an interview with anchor Audie Cornish on Tuesday at noon

**Suggested next steps**: Confirm Interview

**Outcome**: http://www.npr.org/2013/04/09/176713156/keystone-xl-pipeline-could-be-huge-boon-for-canada

**Print**

Politico, Darren Goode, Senior Energy and Environment Reporter  
**Outreach**: Emailed with him last week and confirmed interest for an interview

**Response**: Would like to speak with the Premier during her visit in April.

**Suggested next steps**: Confirm and schedule interview.

**Outcome**: Interview completed. Still waiting for him to write.

**Washington Post**

**Outreach**: Emailed Steve Mufson, Senior Energy Reporter, regarding the possibility of an interview during the Premier's April trip

**Response**: Pending.

**Suggested next steps**: NA