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July 28, 2009

Mr. Ernie Passailaigue  
ALC Director  
Arkansas Lottery Commission  
500 President Clinton Avenue, Suite 215  
Little Rock, AR 72201

Subject: RFP ALC-090004 - Advertising, Marketing & Media Services

Mr. Passailaigue,

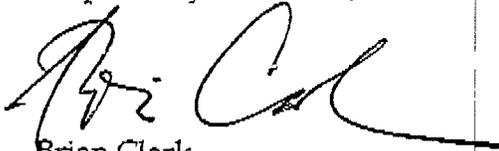
I am aware that the official deadline for submitting questions has passed, but I suspect my inquiry is shared by other prospective vendors and I hope you will consider clarify this question.

In Section 1.3 Caution to Vendors, the third bullet states that the preferred format of electronic submissions is MS Word/Excel.

Stated: "...preferable in MS Word/Excel Format, on CD."

Is MS Word/Excel "required" or could we submit the electronic redacted, unredacted and Official Proposal Price Sheet as Portable Document Format files (pdfs) and still be in compliance?

Respectfully submitted,



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