

AMENDMENT NO. 1 TO FY2019 SCOPE OF WORK

This Amendment No. 1 to FY2019 Scope of Work is dated April 7, 2020 (the "**Amendment**"), and is between Orlando/Orange County Convention & Visitors Bureau, Inc., a Florida not-for-profit corporation, located at 6277 Sea Harbor Drive, Suite 400, Orlando, Florida 32821 ("**Visit Orlando**"), and PUSH, Inc., located at 101 Ernestine Street, Orlando, FL 32801 ("**Agency**"), and together with Visit Orlando, the "**Parties**", and each, a "**Party**").

WHEREAS, the Parties have entered into a "Visit Orlando – Meetings & Conventions Media, Strategy & Creative Services FY2019 Scope of Work" dated April 2, 2019 ("**SOW 1**"); and

WHEREAS, the Parties hereto desire to amend SOW 1 to extend its term subject to the conditions set forth herein.

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Definitions. Capitalized terms used and not defined in this Amendment have the respective meanings assigned to them in SOW 1.

2. Amendments to SOW 1. As of the Effective Date (defined below), SOW 1 is hereby amended or modified as follows:

(a) The term of SOW 1 shall be extended for 3 months and SOW 1 shall expire on March 31, 2020.

3. Date of Effectiveness; Limited Effect. This Amendment will be deemed effective as of January 1, 2020 (the "**Effective Date**"). Except as expressly provided in this Amendment, the terms and provisions of SOW 1 are and will remain in full force and effect and are hereby ratified and confirmed by the Parties.

4. Miscellaneous. This Amendment may be executed in counterparts, each of which is deemed an original, but all of which constitute one and the same agreement. This Amendment constitutes the sole and entire agreement between the Parties with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, with respect to such subject matter.

By signing below, Visit Orlando and Agency each agree that it has carefully read and fully understood this agreement, and each agrees to be bound by terms of this agreement with each signatory representing and warranting he/she has authority to sign for and bind the indicated party.

Orlando/Orange County Convention & Visitors Bureau, Inc. d/b/a Visit Orlando

Agency

Signature: Keith Swider
Print Name: KEITH SWIDER
Title: VP OF FINANCE
Date: 5-7-2020

Signature: [Handwritten Signature]
Print Name: Walter Ludwt
Title: CEO
Date: 4/23/20