

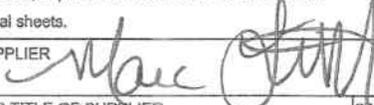
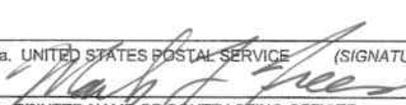
ORDER / SOLICITATION / OFFER / AWAR

OFFEROR TO COMPLETE BLOCKS 13, 14, 16, 22, 23 and 26				1. REQUISITION NO. 12173325 and 12332026		PAGE OF 1 3	
2. CONTRACT/ORDER NO. 2APSER-11-B-1023		3. AWARD/ EFFECTIVE DATE	4. MASTER/AGENCY CONTRACT NO.		5. SOLICITATION NO.		6. SOLICITATION ISSUE DATE
7. For Solicitation Information Call	a. NAME Jo E. Clemmer		b. TELEPHONE NO. (901) 747-7563		c. FAX NO. (901) 747-7492		8. OFFER DUE DATE/TIME
9. ISSUED BY Professional Consulting Services Professional & Technical Service CM United States Postal Service 475 L'Enfant Plaza SW, Room 1520 Washington DC 20260-1520 EMAIL: jo.e.clemmer@usps.gov				10. ACO CODE 2APSER	11. SOLICITATION METHOD <input type="checkbox"/> RFQ <input type="checkbox"/> RFP <input type="checkbox"/> ORAL	12. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS CHECKED <input type="checkbox"/> SEE SCHEDULE	13. DISCOUNT TERMS See Schedule
14 SUPPLIER OPINION RESEARCH CORPORATION Attn: Jeffrey T. Resnick 902 CARNEGIE CENTER, STE 220 PRINCETON NJ 08540-6530 TEL: 609-452-5215 FAX: 609-452-5292 EMAIL: Jeff.Resnick@opinionresearch.com				15. BILLING ADDRESS SAME AS DELIVERY/PERFORM ADDRESS			
16. REMITTANCE ADDRESS OPINION RESEARCH CORPORATION 15287 COLLECTION CENTER DR CHICAGO IL 606930152 TEL: FAX:				17. DELIVERY ADDRESS WASHINGTON DC MARKET RESEARCH MARKET RESEARCH USPS 475 LENFANT PLZ SW RM 1106 WASHINGTON DC 202601106 TELEPHONE NO: 2022683566 DELIVER BY/END DATE:			
18. REMITTANCE ADDRESS OPINION RESEARCH CORPORATION 15287 COLLECTION CENTER DR CHICAGO IL 606930152				19. DELIVERY ADDRESS WASHINGTON DC MARKET RESEARCH MARKET RESEARCH USPS 475 LENFANT PLZ SW RM 1106 WASHINGTON DC 202601106 TELEPHONE NO: 2022683566 DELIVER BY/END DATE:			
				<input checked="" type="checkbox"/> CHECK <input type="checkbox"/> EFT			

18. ITEM NO	19. SCHEDULE OF SUPPLIES/SERVICES	20. QUANTITY	21. UNIT	22. UNIT PRICE	23. AMOUNT
	This contract is for Network Optimization Market Research. Listed below are the ceiling rates for various tasks associated with the project. These ceiling rates are expected to be lower than quoted if participation is less than anticipated or if ORC is able to negotiate price concessions or rebates. Project savings shall be passed on to the Postal Service. QUALITATIVE RESEARCH PROJECT SETUP / MGT. \$18,220.00 PROFESIONAL SERVICES \$113,340.00 Continued ...				

24. TOTAL AWARD AMOUNT (USPS Use Only) \$682,562.00

25. <input checked="" type="checkbox"/> The supplier is required to sign this document and return copies to the issuing office. The supplier agrees, subject to the terms and conditions specified herein, to provide and deliver all items identified above and on any additional sheets.	26. <input type="checkbox"/> Award of Contract: Your offer on Solicitation (block 5) is accepted as to items
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27a. SIGNATURE OF SUPPLIER 	28a. UNITED STATES POSTAL SERVICE (SIGNATURE OF CONTRACTING OFFICER) 
27b. PRINTED NAME AND TITLE OF SUPPLIER Marc Litvinoff, CEO	28b. PRINTED NAME OF CONTRACTING OFFICER Mark L. Treese, C.P.M.
27c. DATE SIGNED 8/22/11	28c. DATE SIGNED 8/22/11

CONTINUATION SHEET

REQUISITION
12173325 and 12332026

PAGE OF
2 3

CONTRACT/ORDER NO.
2APSER-11-B-1023

AWARD/
EFFECTIVE DATE

MASTER/AGENCY CONTRACT NO.

SOLICITATION NO.

SOLICITATION
ISSUE DATE

ITEM NO	SCHEDULE OF SUPPLIES / SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
	<p>DIRECT EXPENSES \$96,640.00</p> <p>TOTAL QUALITATIVE \$228,200.00</p> <p>QUANTITATIVE RESEARCH</p> <p>PROJECT SETUP / MGT. \$33,560.00</p> <p>PROFESSIONAL SERVICES \$136,135.00</p> <p>PHONE DATA COLLECTION \$142,040.00</p> <p>WEB DATA COLLECTION \$41,640.00</p> <p>INCENTIVES \$81,720.00</p> <p>TOTAL QUANTITATIVE \$435,095.00</p> <p>WRITTEN TESTIMONY \$19,265.00</p> <p>GRAND TOTAL \$682,560.00</p> <p>ORC is to provide a copy of the transcripts and the final written report to the Contracting Officer.</p> <p>Sub Rept Req'd: N Payment Terms: NET30</p> <p>Accounting Info: BFN: 698681</p> <p>Period of Performance: 07/26/2011 to 07/21/2012</p>				
00001	<p>NETWORK OPTIMIZATION MARKET RESEARCH PROJECT WITH WRITTEN TESTIMONY DOCUMENTING METHODOLOGY</p> <p>Account Number: 52323</p> <p>FOB: Destination</p> <p>If interrogatories or oral testimony are required by the PRC, ORC International will provide these services. Line items 2 and 3 are to be funded based on agreed upon hourly rates.</p>				682,560.00
00002	<p>NETWORK OPTIMIZATION MARKET RESEARCH PROJECT: RESPONSE TO INTERROGATORIES.</p> <p>Account Number: 52323</p> <p>FOB: Destination</p>				1.00
00003	<p>NETWORK OPTIMIZATION MARKET RESEARCH PROJECT: RESPONSE TO ORAL TESTIMONY.</p> <p>Account Number: 52323</p> <p>FOB: Destination</p> <p>Continued ...</p>				1.00

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT		1. CONTRACT ID CODE	PAGE OF 1 2
2. AMENDMENT/MODIFICATION NO. 001	3. EFFECTIVE DATE 10/19/2011	4. REQUISITION/PURCHASE REQ.NO.	5. PROJECT NO. (If applicable)
6. ISSUED BY Lisa M. Williams Advertising & Creative Services Professional & Technical Service CMC United States Postal Service 475 L'Enfant Plaza SW, Room 1520 Washington DC 20260-1520 (202) 268-3773	CODE 2ACCSR	7. ADMINISTERED BY (If other than Item 6) Advertising & Creative Services Professional & Technical Service CMC United States Postal Service 475 L'Enfant Plaza SW, Room 1520 Washington DC 20260-1520	CODE 2ACCSR
8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code) OPINION RESEARCH CORPORATION ATTN JEFFREY T RESNICK 902 CARNEGIE CENTER STE 220 PRINCETON NJ 08540-6530		(x) 9A. AMENDMENT OF SOLICITATION NO.	
		9B. DATED (SEE ITEM 11)	
		x 10A. MODIFICATION OF CONTRACT/ORDER NO. 2APSER-11-B-1023	
		10B. DATED (SEE ITEM 13) 07/22/2011	
SUPPLIER CODE 000094941	FACILITY CODE		

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

is extended, is not extended.
 Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment number. FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required.) \$0.00
 See Schedule

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

(x) <input type="checkbox"/>	A. THIS CHANGE BY CLAUSE IS ISSUED PURSUANT TO: (Specify clause) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
<input type="checkbox"/>	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14.
<input checked="" type="checkbox"/>	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO THE AUTHORITY OF: THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A. unilateral agreement
<input type="checkbox"/>	D. OTHER (such as no cost change/cancellation, termination, etc.) (Specify type of modification and authority) : THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A

E. IMPORTANT: Contractor is not, is required to sign this document and return _____ copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

Sub Rept Req'd: N Payment Terms: NET30
 This modification is a contract transfer changing Buyer and CO name as well as changing ACO Code.

LIST OF CHANGES:

Total Amount for this Modification: \$0.00
 New Total Amount for this Award: \$682,562.00
 Buyer changed
 from Jo E Clemmer
 to Lisa M Williams
 Continued ...

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print)		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) Nicholas Faiola	
15B. CONTRACTOR/OFFEROR (Signature of person authorized to sign)	15C. DATE SIGNED	16B. CONTRACT AUTHORITY  (Signature of Contracting Officer)	16C. DATE SIGNED 10/19/11

CONTINUATION SET

REQUISITION NO.

PAGE OF
2 2

CONTRACT/ORDER NO.
2APSER-11-B-1023/001

AWARD/
EFFECTIVE DATE
10/19/2011

MASTER/AGENCY CONTRACT NO

SOLICITATION NO.

SOLICITATION
ISSUE DATE

ITEM NO.	SCHEDULE OF SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
	<p>Contracting Officer changed from Mark L Treese, C.P.M.</p> <p>to Nicholas Faiola</p> <p>New Issuing Address: Advertising & Creative Services Professional & Technical Service CMC United States Postal Service 475 L'Enfant Plaza SW, Room 1520 Washington DC 20260-1520</p> <p>New Administration Address: Advertising & Creative Services Professional & Technical Service CMC United States Postal Service 475 L'Enfant Plaza SW, Room 1520 Washington DC 20260-1520</p> <p>Commodity changed to : Period of Performance: 07/26/2011 to 07/21/2012</p>				

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT		1. CONTRACT ID CODE	PAGE 1 OF 2
2. AMENDMENT/MODIFICATION NO. 002	3. EFFECTIVE DATE 10/20/2011	4. REQUISITION/PURCHASE REQ NO 12602271	5. PROJECT NO. (If applicable)
6. ISSUED BY Lisa M. Williams Advertising & Creative Services Professional & Technical Service CMC United States Postal Service 475 L'Enfant Plaza SW, Room 1520 Washington DC 20260-1520 (202) 268-3773	CODE 2ACCSR	7. ADMINISTERED BY (If other than Item 6) Advertising & Creative Services Professional & Technical Service CMC United States Postal Service 475 L'Enfant Plaza SW, Room 1520 Washington DC 20260-1520	CODE 2ACCSR
8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code) OPINION RESEARCH CORPORATION ATTN JEFFREY T RESNICK 902 CARNEGIE CENTER STE 220 PRINCETON NJ 08540-6530		(x) 9A. AMENDMENT OF SOLICITATION NO	
SUPPLIER CODE 000094941		FACILITY CODE	07/22/2011
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS			

is extended, is not extended.
Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment number. FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required.)
See Schedule Net Increase: \$248,985.00

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

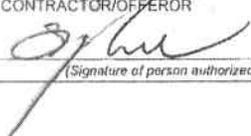
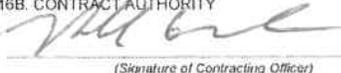
<input checked="" type="checkbox"/>	A. THIS CHANGE BY CLAUSE IS ISSUED PURSUANT TO: (Specify clause) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A. The Network Ootimization Phase 2 SOW
<input type="checkbox"/>	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14.
<input checked="" type="checkbox"/>	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO THE AUTHORITY OF: THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A. unilateral agreement
<input type="checkbox"/>	D. OTHER (such as no cost change/cancellation, termination, etc.) (Specify type of modification and authority) : THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A

E. IMPORTANT: Contractor is not, is required to sign this document and return _____ copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)
Sub Rept Req'd: N Payment Terms: NET30
This modification is for Phase 2 of Network Optimization Omnibus Research. This modification is in accordance with the Network Optimization SOW.

Listed below are the rates for various task associated with the project.
Professional Services/Operations \$55,940.00
Commercial Accounts \$63,025.00
Smal/Home-Based Business Data \$28,670.00
Consumer Data Collection \$61,750.00
Incentives \$39,600.00
Total \$248,985.00
Continued ...

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print) Stacy Lee, CFO	15B. CONTRACT/OFFEROR  (Signature of person authorized to sign)	15C. DATE SIGNED	15A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) Nicholas Faiola	15B. CONTRACT AUTHORITY  (Signature of Contracting Officer)	15C. DATE SIGNED 10/20/11
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CONTINUATION SHEET

REQUISITION NO.
12602271

PAGE OF
2 2

CONTRACT/ORDER NO.
2APSER-11-B-1023/002

AWARD/
EFFECTIVE DATE
10/20/2011

MASTER/AGENCY CONTRACT NO

SOLICITATION NO.

SOLICITATION
ISSUE DATE

ITEM NO.	SCHEDULE OF SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
00004	<p>LIST OF CHANGES: Total Amount for this Modification: \$249,000.00 New Total Amount for this Award: \$931,562.00 Competitive Classification changed to : N1 Action Reason changed to : 13 Commodity changed to : Discount Terms: See Schedule Accounting Info: BFN: 698681 FOB: Destination Period of Performance: 07/26/2011 to 07/21/2012</p> <p>Add Item 00004 as follows:</p> <p>7482792 network optimization phase 2 - network optimization phase 2 Account Number: 52323</p>				248,985.00

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT		1. CONTRACT ID CODE	PAGE 1 OF 2
2. AMENDMENT/MODIFICATION NO. 003	3. EFFECTIVE DATE 01/26/2012	4. REQUISITION/PURCHASE REQ. NO. 13028411	5. PROJECT NO. (If applicable)
6 ISSUED BY Lisa M. Williams Advertising & Creative Services Professional & Technical Service CMC United States Postal Service 475 L'Enfant Plaza SW, Room 1520 Washington DC 20260-1520 (202) 268-3773	CODE 2ACCSR	7. ADMINISTERED BY (If other than item 6) Advertising & Creative Services Professional & Technical Service CMC United States Postal Service 475 L'Enfant Plaza SW, Room 1520 Washington DC 20260-1520	CODE 2ACCSR
8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code) OPINION RESEARCH CORPORATION ATTN JEFFREY T RESNICK 902 CARNEGIE CENTER STE 220 PRINCETON NJ 08540-6530		(x) 9A. AMENDMENT OF SOLICITATION NO.	
		9B. DATED (SEE ITEM 11)	
		x 10A. MODIFICATION OF CONTRACT/ORDER NO. 2APSER-11-B-1023	
		10B. DATED (SEE ITEM 13) 07/22/2011	
SUPPLIER CODE 000094941	FACILITY CODE		

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

is extended, is not extended.

Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment number. FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required.) Net Increase: \$30,000.00
See Schedule

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

<input checked="" type="checkbox"/>	A. THIS CHANGE BY CLAUSE IS ISSUED PURSUANT TO: (Specify clause) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A. The Network Ootimization Phase 2 SOW
<input type="checkbox"/>	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14.
<input checked="" type="checkbox"/>	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO THE AUTHORITY OF: THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A. mutual agreement
<input type="checkbox"/>	D. OTHER (such as no cost change/cancellation, termination, etc.) (Specify type of modification and authority) : THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A

E. IMPORTANT: Contractor is not, is required to sign this document and return 1 copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

Sub Rept Req'd: N Payment Terms: NET30
The purpose of this modification is to add funding in the amount of \$30,000 for Phase II Network Optimization Omnibus Study.

LIST OF CHANGES:

Total Amount for this Modification: \$30,000.00

New Total Amount for this Award: \$961,547.00

Commodity changed to :

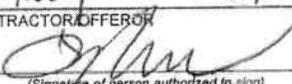
Delivery: 07/21/2012

Discount Terms:

See Schedule

Continued ...

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print) Stacy Lee, CFO		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) Nicholas Faiola	
15B. CONTRACTOR OFFEROR  (Signature of person authorized to sign)	15C. DATE SIGNED 1/27/12	16B. CONTRACT AUTHORITY  (Signature of Contracting Officer)	16C. DATE SIGNED 1/27/12

CONTINUATION SHEET

REQUISITION NO.
13028411

PAGE OF
2 2

CONTRACT/ORDER NO.
2APSER-11-B-1023/003

AWARD/
EFFECTIVE DATE
01/26/2012

MASTER/AGENCY CONTRACT NO

SOLICITATION NO.

SOLICITATION
ISSUE DATE

ITEM NO.	SCHEDULE OF SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
00005	<p>Accounting Info: BFN: 698681 FOB: Destination Period of Performance: 07/26/2011 to 07/21/2012</p> <p>Add Item 00005 as follows:</p> <p>8783412 first class mail network optimization study - first class mail network optimization study contract numbe 2apser-11-b-1023 Account Number: 52323</p>	1	EA	30,000.00	30,000.00