



north lake tahoe

CONTRACT EXTENSION AGREEMENT

This CONTRACT EXTENSION AGREEMENT ("Extension") is dated as of November 01, 2015 (the "Effective Date"), by and between North Lake Tahoe Marketing Cooperative, located at 100 N Lake Blvd, Tahoe City, California 96145 ("NLTMC"), and School of Thought, located at 660 Market Street, Suite 300, San Francisco, California 94104 ("SOT"), (collectively, the "Parties").

WHEREAS the Parties entered into a Marketing Services Agreement on November 01, 2012 (the "Original Contract").

WHEREAS the Parties hereby agree to extend the term of the Original Contract in accordance with the terms of the Original Contract and addendums, as well as the terms provided herein.

In consideration of the mutual covenants contained herein, each of NLTMC and SOT mutually covenant and agree as follows:

- The Original Contract, which is attached hereto as a part of this Extension, will end on October 31, 2015.
- The parties agree to extend the Original Contract for an additional period, which will begin immediately upon the expiration of the original time period and will end on June 30, 2016 in order to align with our fiscal year funding cycle.
- This Extension binds and benefits both Parties and any successors or assigns. This document, including the attached Original Contract, is the entire agreement between the Parties.

All other terms and conditions of the Original Contract remain unchanged.

This Agreement shall be signed on behalf of North Lake Tahoe Marketing Cooperative by John JT Thompson, its Cooperative Administrator, and on behalf of School of Thought by Joseph Newfield, Partner and Creative Director.

NLTMC

By (Sign): _____

Name: John JT Thompson
Title: Cooperative Administrator

SOT

By (Sign): _____

Name: Joseph Newfield
Title: Partner and Creative Director