

**AMENDMENT NO. 2 / SECOND EXTENSION TO THE
AGREEMENT FOR CREATIVE AND MEDIA PURCHASING**

THIS ADDENDUM entered into this 28th ~~4th~~ day of September, 2009 by and between the **BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA**, a political subdivision of the State of Florida, (hereinafter referred to as "County") and **PARADISE ADVERTISING AND MARKETING**, 150 2ND Avenue, Suite 800, St. Petersburg, Florida 33701, (hereinafter referred to as "Vendor").

WHEREAS, the parties entered into an Agreement dated September 24, 2007 for the development and implementation of an integrated advertising, promotion, and other means of destination marketing, and communications plan to attract tourists to Amelia Island; and

WHEREAS, the original agreement provided for an initial term of one (1) year beginning October 1, 2007 and ending September 30, 2008, with an option to extend for two (2) additional one-year extensions upon mutual contract between the vendor and the County; and

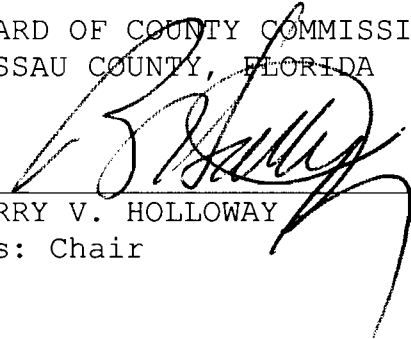
WHEREAS, the parties mutually agreed to extend the agreement for a renewal period commencing October 1, 2008 and ending September 30, 2009; and

WHEREAS, the parties desire to amend and extend said Agreement.

NOW, THEREFORE, FOR AND IN CONSIDERATION of the mutual covenants and agreements herein contained, the parties hereto agree as follows:


1. In accordance with Section 3.5 of the Agreement for Creative and Media Purchasing dated September 24, 2007, the performance period is hereby extended for its final one (1) year renewal beginning October 1, 2009 and ending September 30, 2010.
2. All other provisions of said Agreement not in conflict with this Addendum shall remain in full force and effect.
3. Time is of the essence.

BOARD OF COUNTY COMMISSIONERS
NASSAU COUNTY, FLORIDA




BARRY V. HOLLOWAY
Its: Chair

Attest to authenticity of
Chair's signature



JOHN A. CRAWFORD
Its: Ex-Officio Clerk



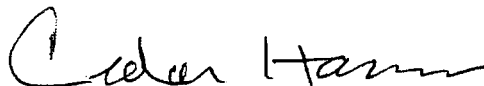
EBK 9/28/09
10/2/09 C.S.D.

Approved as to form and legality by the
Nassau County Attorney:



DAVID A. HALLMAN

PARADISE ADVERTISING AND
MARKETING



By: Cedar Hames
Its: President

STATE OF Florida
COUNTY OF _____

Before me personally appeared,
Cedar Hames, who is personally known or
produced _____ as identification, known
to be the person described in and who executed the foregoing
instrument, and acknowledged to and before me that he/she
executed said instrument for the purposes therein expressed.

WITNESS my hand and official seal, this 4 day of
Sept, 2009.

Vicki Goonen

Notary Signature

NOTARY PUBLIC-STATE OF FLORIDA
Vicki Goonen
Commission #DD610032
Expires: DEC. 12, 2010
BONDED THRU ATLANTIC BONDING CO., INC.

Notary-Public-State of Florida at large
My Commission expires: