



Metro

Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

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August 5, 2010

Metro File #517

Alberto Gonzalez
Pulsar Advertising, Inc.
8383 Wilshire Blvd. #334
Beverly Hills, CA 90211

RE: Minority-Owned Business Enterprise Certification

Dear Mr. Gonzalez:

We are pleased to advise you that after careful review of your application and supporting documentation, the Los Angeles County Metropolitan Transportation Authority (Metro) has determined that your firm meets the eligibility standards to be certified as a Minority-Owned Business Enterprise (MBE) as required under Metro MBE Program. Your firm will be listed in Metro MBE database of certified MBEs under the following specific areas of expertise:

<u>NAICS (2007)</u>	<u>Description</u>
541870	Advertising Material Distribution Services
541810	Advertising Agencies
541860	Direct Mail Advertising
541890	Other Services Related to Advertising
541430	Graphic Design Services
541613	Marketing Consulting Services
541910	Marketing Research and Public Opinion Polling

Your MBE certification is good for two years from the date of this letter and applies only for the above NAICS 2007 codes. Requests for additional or revised NAICS 2007 codes must be made in writing to Metro. After the two-year certification period, your entire file will be reviewed in order to ascertain continued MBE certification status. You will be notified of the pending MBE status review and any documentation updates necessary prior to the expiration date.

Should any changes occur that could affect your certification status, such as changes in your firm's name, business/ mailing address, ownership, management or control, please notify Metro immediately. Your MBE certification is subject to review at any time.

Metro reserves the right to withdraw this certification if at any time it is determined that certification was knowingly obtained by false, misleading, or incorrect information. Metro also reserves the right to request additional information and/or conduct on-site visits at any time during the certification period. The firm thereby consents to the examination of its books, records, and documents by Metro.

Congratulations, and thank you for your interest in Metro's MBE Program.

Sincerely,

Shirley Wong
Certification Representative
Diversity & Economic Opportunity Department