



May 29, 2012 (emailed to all proposers on this date)

**ADDENDUM # 4
RFP #021206**

Social Media Software

Please note the following answers to questions that were asked prior to the deadline for inquiries date of May 31, 2012 .

Q1: Is this question regarding use of our platform, i.e. edit your promotions from a mobile device, or end-user viewing of the product, i.e. entering a sweepstakes through Facebook on a mobile device?

A1: Both

Section V-Under Brand Management Requirements:

- Calculate sentiment

Q2: On what variables is sentiment dependent? Will this calculation be static or will it change over time?

A2: Expected to change over time. Software should have an proprietary algorithm to track sentiment.

If you have any questions regarding this notice, please contact me at 480.965.8860 or Stacie.malekooti@asu.edu.

Thank you,

Stacie Malekooti, Sr. Buyer
Arizona State University
Purchasing & Business Services