

DRAWING & FULFILLMENT PROCEDURES
SUMMER ESCAPE 2008 SECOND-CHANCE DRAWING
SCEL Instant Game #270 - #271 - #272
VERSION 6

OVERVIEW: This agreement is a comprehensive guideline for the conduct of the SUMMER ESCAPE 2008 Second-Chance Drawings for the South Carolina Education Lottery (SCEL). Four (4) second-chance drawings will be conducted by MDI for the SUMMER ESCAPE 2008 Promotion on behalf of SCEL. The following procedures will be followed by MDI. Any amendments to this agreement will be made in writing by SCEL or MDI before any change to these procedures is implemented.

I. DRAWING DATES

1. SCEL Instant game(s) #270, #271 and/or #272 - SUMMER ESCAPE 2008 is scheduled to launch May 22, 2008.
2. MDI shall conduct four (4) second-chance drawings for the SCEL. The second-chance drawing schedule for the game is as follows:

DRAW#	DRAWING DATE	ENTRY DATES Start/From Date	ENTRY DATES Through/End Date
1	June 19, 2008	Midnight, 00:00:00 am, (EST) May 22, 2008	23:59:59pm (EST) June 13, 2008
2	July 17, 2008	Midnight, 00:00:00 am, (EST) June 14, 2008	23:59:59pm (EST) July 11, 2008
3	August 14, 2008	Midnight, 00:00:00 am, (EST) July 12, 2008	23:59:59pm (EST) August 8, 2008
4	To be determined (but no earlier than 30 days after the official last day to sell)	Midnight, 00:00:00 am, (EST) August 9, 2008	23:59:59pm (EST) TBD

3. SCEL shall notify MDI of any changes to the drawing dates. Actual drawing dates are subject to change at the sole discretion of SCEL.

II. WINNING METHODOLOGY

Four (4) second-chance drawings will be conducted. One thousand twelve hundred (1,200) Merchandise Prize Pack winners will be awarded in draws 1, 2, and 3 from the second-chance entries received. The first five (5) selected merchandise prize packs winners will also be the Grand Prize finalists. Entries are good for only one second-chance drawing. Entries not received by the specified deadline for a drawing will be automatically entered in the next scheduled drawing. Entries received after the deadline for the final drawing will not be eligible for any prize pack second-chance or Grand Prize Drawing. The fourth and final draw to select one (1) Grand Prize winner and five (5) alternates will occur at a date and time to be determined by SCEL but no earlier than thirty (30) days after the official last day to sell the three instant tickets used in the Promotion.

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Drawings	Grand Prize Finalists	Grand Prize Winner	Grand Prize draw Event Location	Merchandise Prize Packs
1	First 5 entries drawn	0	Greenville, SC	1,200
2	First 5 entries drawn	0	Fort Mill, SC	1,200
3	First 5 entries drawn	0	Myrtle Beach, SC	1,200
4	0	1	No event	0
Total MDI Selections	15	1		3,600

III. QUALIFIED ENTRIES

1. Entrants must be at least eighteen (18) years old to participate.
2. Employees of SCEL, Scientific Games International Inc.(SGI), and MDI are prohibited from participating in the contest.
3. A valid entry shall consist of at least ten dollars (\$10.00) worth of any one (1), or combination of, games SC-270 (Air Escape), SC-271 (Sea Escape), or SC-272 (Land Escape) tickets meeting the validation requirements of SCEL and MDI. Players may electronically enter the drawing by accessing SCEL’s website at www.sceducationlottery.com and entering the required player information and the twelve (12) digit numeric entry number from any of the Summer Escape 2008 Promotion game tickets (SC-270, SC-271, SC-272) as described in section III.3. Electronic entries registered via the internet need not be mailed in. Players may enter a qualified entry by mail by completing the back of a least one qualified ticket and mailing the tickets to Summer Escape 2008, P.O. Box 101115, Columbia, SC 29211-1115 in an envelope no larger than 7.5 inches by 10.5 inches.
4. Entries are valid for one (1) drawing only. Members of the same household may be selected as a finalist or a Merchandise Prize Pack winner in draws 1 through 3; the Grand Prize winner in draw 4; or as an alternate in any of the draws. If selected, duplicate names in the same household may not win more than once per draw. Tickets submitted by mail are not eligible to be submitted via the Internet. Tickets submitted via the Internet are not eligible to be submitted by mail as well. Non-selected entries shall be destroyed at the sole discretion of the Director of Security for SCEL.
5. Neither SCEL nor MDI will be responsible for data entry errors from the entrants.

6. Entries received after the entry deadline date for drawings 1, 2 and 3 shall be eligible for the next scheduled drawing. Entries received after the entry deadline date for drawing 4 shall be deemed ineligible for the drawing and shall be destroyed at the sole discretion of the Director of Security for SCEL.
7. Neither SCEL nor MDI accepts responsibility for lost, late, damaged, stolen, misdirected, or incorrectly addressed entries or for any entry that does not comply with these procedures.
8. Tickets determined to be located in a stolen inventory status or not part of a valid sold, activated, or promotional SCEL inventory status will be disqualified.

IV. STORAGE OF ENTRIES

1. Entries received via the Internet will be secured in a database maintained by Digiknow Inc. and will be accessed only by MDI or Digiknow for the purposes of conducting the drawings or obtaining information necessary to assist drawing entrants. MDI/Digiknow will provide internal security measures to ensure that on-line entries are secure. Data collected in the course of this promotion will be stored on secure servers within a guarded limited access hosting facility. Access to data will be protected by security products, including VPN secure connectivity, firewalls and systems that provide intrusion detection and prevention, spyware/adware protection, protection against buffer overflow attacks, malicious mobile code protection and operating-system integrity assurance.
2. The database containing the Internet entries shall, at MDI's expense, be transmitted to MDI through an encrypted file. MDI shall securely maintain such database until the date of each second-chance drawing.
3. Prior to the launch of the games, SGI will produce an electronic file containing all eligible Entry Code Numbers in games SC-270, SC-271, & SC-272. An Entry Code Number (ECN) is defined as a number derived from the twelve (12) digit validation number, which is converted to the Entry Code Number by means of an MD5 Algorithm. The ECN file will be securely transmitted to Digiknow, Inc. where it will become part of the Internet Entry validation system for the game.
4. Each Internet entry will be validated at the time it is submitted by a player by means of electronically converting the validation number as submitted to an ECN, and matching the ECN against the file of eligible ECNs. Any entry that does not match an eligible ECN will be rejected by the system and the system will generate an error message advising the entrant to re-submit his/her entry.
5. Internet entries will be processed continuously, 24 hours a day and seven days a week, from the date and time that the promotion begins until the final deadline of the final drawing for which entries may be submitted. Each entry record will contain a time and date stamp to indicate when it was submitted by a player. For each drawing, MDI will electronically export the entry records that were submitted during the eligibility period for that drawing, by indicating the appropriate date range of records to be exported in the automated process, and by manually removing any entries that are ineligible because they were submitted after the entry deadline for

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that drawing. Internet entries submitted after the deadline will be included in the following drawing, if applicable.

6. Up to the deadline for a drawing, a player may delete any entry that they have submitted online. After a drawing deadline, Internet entries received during the eligibility period for that drawing are electronically locked in and cannot be deleted.
7. An attempt to submit an entry that has already been submitted will generate an error message, informing the player that the entry has already been submitted and may not be resubmitted. The selected internet entry Finalists will be cross checked to the selected mail in entry Finalists.
8. MDI shall attest, in the written form that the database containing all Internet entries is secure, as referenced in Section IV.2. MDI shall also document any changes made to the database by identifying the reason for the change as well as include the authorization for the change(s).
9. On each drawing date, MDI shall extract, from this database, all Internet entries received in the timeframe specified in Section I.2 for that draw.
10. These entries shall then be divided into groups (herein referred to as "Internet trays") (approximately one thousand (1000)) in each mail-in tray.
11. The Internet trays shall be virtually numbered so that the computer program will know how many entries to select from each virtual tray.
12. MDI shall inform SCEL of the number of entries received via the Internet, on a weekly basis.

V. SCEL EASY ENTRY 2nd CHANCE PROCEDURES SGI/MDI ENTRY VALIDATION VERIFICATION PROCESSES

1. Ticket verification of Internet Entries
 - a. Easy-Entry games are programmed, printed and delivered to the customer as any other instant ticket game. For the purpose of these procedures the easy entry games will be Instant Games SC-270, SC-271 and SC-272.
 - b. The twelve (12) digit validation number is hashed using the MD5 algorithm. This effectively 'anonymizes' the validation numbers that are delivered in an electronic file from SGI to Digiknow for placement in the Internet entry verification system.
 - c. Players use the Internet to enter into the second-chance draw via the twelve (12) digit validation number of their tickets. The system hashes the entry (in the same manner as b. above), and searches the file for the matching hash record. If present, the player's entry is valid and the entry is accepted. If the entry is not valid, it will not be accepted and is rejected by the system.

2. Ticket verification of Mail Entries
 - a. For mail-in entries, a similar process is performed after the draw on the second-chance winners only. A file of mail-in winners is delivered to SGI where it is hashed and looked up on the hash file. If the hashed number is present on the file, the entry is valid.
3. Non-Dual Entry Verification
 - a. Following the drawing, the winning mail-in entry hash file is matched against the entire hash file of Internet entries submitted for the game to date. If no match is found, this confirms each winning mail-in entry was not also submitted as an Internet entry.
4. Stolen Ticket Check
 - a. The SCEL Security Department will deliver to SGI a listing of all stolen tickets. SGI will create the hash data for the stolen tickets in a separate file. This file will be compared to the complete internet entry data file and the mail-in winner data file to the stolen ticket hash data file. If a match is found the entry will be identified as a stolen ticket.
 - b. SGI will generate a report that states that: (1) there are no stolen-ticket winners; or (2) which will list the stolen-ticket winners with all pertinent information. This information will be forwarded to the SCEL Security Department.

VI. DRAWING REQUIREMENTS

1. Drawing Personnel: The following personnel shall be involved in conducting the SCEL SUMMER ESCAPE 2008 second-chance drawings:
 - a. Drawing Manager – is an employee of MDI who shall supervise all activity relative to each drawing.
 - b. Drawing Assistants – are individuals designated by the Drawing Manager who will conduct the drawings as outlined in these drawing procedures. These individuals shall be employees of MDI unless otherwise approved by SCEL Director of Security or his designee.
 - c. Drawing Auditor – is an individual representing an independent CPA firm who shall audit all drawings. The CPA firm will certify that the Drawing Requirements described in this document, specifically section titled VI. Drawing Requirements, numbers 4 through 10, as required, were followed and will note any exceptions to the specified procedures in their report. The certification will be in the form of a report provided by the firm to be sent directly to the SCEL Director of Security within ten (10) business days following the drawing. Prior to each drawing, MDI shall provide the SCEL with the name of the CPA firm selected. MDI may choose an alternative CPA firm as determined necessary, and shall notify SCEL of any changes.

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- d. SCEL Witness – SCEL reserves the right to witness any and all drawing processes related to this game.
 - e. Other Witnesses – Any individual who desires to witness a drawing shall be permitted to do so upon prior approval, in writing, by SCEL. These witnesses shall serve no official purpose in a drawing. An attendance log will be kept by MDI and sent to the SCEL Director of Security.
2. Drawing Location:
- a. All drawings in the SCEL SUMMER ESCAPE 2008 second-chance promotion shall take place at the offices of MDI, located at 1500 Bluegrass Lakes Pkwy., Alpharetta, GA 30004.
 - b. With the written consent of SCEL, any drawing may be held at another location mutually agreeable to MDI and SCEL.
3. Pre-Drawing Activity:
- a. **Mail-in Entries:**
 - (i) MDI will store entries in standard size mail trays. Entries that arrive in mail trays will be stored in that mail tray. Entries that arrive in containers other than mail trays will be transferred to mail trays, with approximately the same number of entries in each tray, approximately 1,000, as determined by visual inspection of the Drawing Manager, prior to storage.
 - (ii) Mail trays shall be numbered in sequential order from 1 through the final mail tray received for that draw.
 - b. **Internet Entries:**
 - (i) The database containing the Internet entries shall, at MDI's expense, be maintained by Digiknow, Inc. On each drawing date, MDI shall divide the eligible entries for that drawing into groups (herein "Internet trays") equal to the approximate number of mail-in entries in each mail-in tray. For the purpose of this game the approximate number of entries will be 1,000 per tray.
 - (ii) The Internet trays are virtually numbered so that the computer program will know how many entries to select from each virtual tray. The Internet trays will be sequentially numbered starting with the next sequential number of the last mail entry tray. (i.e. 51 through 100).
 - (iii) Once the file of selected entries has been created it will be transmitted to MDI and used to create name and address labels to be printed and then placed manually on a #10 envelope and mixed with mail-in entries. The label is to include the entrant's name, address, phone number, and the entry code number(s).

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(iv) No data, demographic or otherwise, from the electronic entries or mail-in entries from this drawing will be kept or utilized by SGI or MDI for any purpose other than prize fulfillment.

4. Initial Drawing Activity-Population Selection for draw 1 through 3:

- a. All Drawing Activities as described in Section IV. 4.b. through IV. 10 shall be video-recorded with audio and a copy provided to the SCEL Director of Security.
- b. The Drawing Manager shall establish a computer database consisting of a pool of numbers equal to the total number of mail-in and internet trays for that drawing.
- c. Using a computer random selection program, the Drawing Manager shall randomly select one (1) number from the pool which represents the number assigned to a tray of entries.
- d. The computer shall automatically record the number before performing another random selection from the pool.
- e. The selection process for draws 1 through 3 shall be repeated until the computer has randomly selected a total of eighteen hundred (1,800) numbers. This number represents twelve hundred (1,200) prizes to be awarded in each of the first three (3) drawings and six hundred (600) alternates. The six hundred (600) alternates will be drawn for use as described in Section VII below. The result will be a list of the trays and the number of entries to be selected from each tray which shall be printed and signed by the Drawing Manager. This list will be verified by the Auditor to ensure that it matches the information displayed on the computer screen. A handwritten copy of the list of the trays and the number of entries to be selected from each tray as it appears on the screen will be completed by the Drawing Manager and verified by the auditor to ensure it matches the information displayed on the computer screen. If there is any discrepancy, between the information displayed on the computer screen and the list that is printed by the computer, the hand completed list of the original information on the screen shall be used to proceed with the drawing.
- f. After eighteen (1,800) numbers have been randomly selected by the computer, the computer shall automatically tally the numbers in sequential order to determine how many entry selections shall be made from each designated tray.
- g. The Drawing Assistant shall then select entries from each tray in numerical order commencing with the tray labeled #1 in the quantities determined in Subsection f. above. For example, if the #1 is randomly drawn 22 times, 22 entries would be selected from tray #1, if the #2 is randomly drawn 27 times, 27 entries would be selected from tray #2, and so on.
 - (i) Mail-in Entries: The Drawing Manger shall ensure that the entries contained in the trays are of uniform size, before proceeding with the drawing. Any entries which are not of uniform size shall be removed before proceeding.
 - (ii) When selecting from mail-in trays, the Drawing Assistant, while blindfolded, will randomly draw the designated number of entries from the corresponding mail-in trays.

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The selected entries shall be maintained in the drawing room until the process is completed.

(iii) Internet Entries: When selecting from the Internet trays, a computer random selection program shall pick the designated number of entries from among those in the database. A label of each selected entry will be produced and placed on a #10 envelope and secured with the selected mail-in entries. The label will contain the person's name, address, phone number and the Entry Code Number(s).

h. The eighteen (1,800) mail-in and internet entries selected in accordance with the foregoing shall be placed in a drawing bin in full view of those assembled at the MDI site in clear view of the video recording device. The entries will then be thoroughly mixed for at least one minute by the Drawing Manager.

5. Selection of a SUMMER ESCAPE 2008 Ford Merchandise Prize Pack Winner:

- a. The Drawing Assistant, while blindfolded, shall randomly select twelve hundred (1,200) entries to be awarded the Ford Merchandise Prize Pack. The entries will be picked in groups of two-hundred (200) at a time until a total of twelve hundred (1,200) entries are drawn. The remaining entries are to be mixed thoroughly by the Drawing Manager for at least thirty (30) seconds between the groups of two-hundred (200).
- b. The first five (5) Ford Merchandise Prize Pack winners are also the five (5) Grand Prize Finalists. The five (5) finalists receive the prize pack and are entered into the Grand Prize Event Drawing(s) held by the SCEL.
- c. Upon selection of each group of two hundred (200) entries, Ford Merchandise Prize Pack Winner shall be numbered sequentially in the order of selection beginning with "PP-1" through "PP-1,200" by the Drawing Manager. Each grouping of two hundred (200) shall be numbered immediately after it is drawn, before proceeding to drawing the next grouping of two hundred (200).

6. Selection of Alternates:

- a. After the selection of the twelve hundred (1,200), Ford Merchandise Prize Pack Winner, the remaining six hundred (600) entries shall be thoroughly mixed for at least one minute by the Drawing Manager and the Drawing Assistant shall, while blindfolded, randomly select the remainder of the entries to be used as alternates. The entries will be picked in groups of one hundred (100) at a time drawn until a total of six hundred (600) entries are selected. The remaining entries are to be mixed thoroughly for at least thirty (30) seconds between selection of the groups of one hundred (100).
- b. Upon selection of a group of one hundred (100) entries, each alternate shall be numbered sequentially in the order of selection, beginning with "ALT-1" through "ALT-600." Each grouping of one hundred (100) shall be numbered immediately after it is drawn, before proceeding to drawing the next group of one hundred (100) alternates.

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- c. Alternate entries shall be kept in a locked, secured area by the Drawing Manager and used as needed in the event of the disqualification of any of the entries or in the event any winner cannot be located or fails to claim their prize.
7. Initial Drawing Activity-Population Selection for Drawing #4:
- a. All Drawing Activities as described in Section four (4) through Sections VI 4.g and h,5,6, and 7 shall be video-recorded with audio and a copy provided to the SCEL Director of Security.
 - b. The Drawing Manager shall establish a computer database consisting of a pool of numbers equal to the total number of trays for that drawing.
 - c. Using a computer random selection program, the Drawing Manager shall randomly select one (1) number from the pool which represents the number assigned to a tray of entries.
 - d. The computer shall automatically record the number before performing another random selection from the pool.
 - e. The selection process shall be repeated until the computer has randomly selected a total of five (5) numbers. This number represents one (1) Grand Prize Winner to be awarded in the drawing and four (4) alternates. The four (4) alternates will be drawn for use as described in Section VII below. The result will be a list of the trays and the number of entries to be selected from each tray which shall be printed and signed by the Drawing Manager. This list will be verified by the Auditor to ensure that it matches the information displayed on the computer screen. A handwritten copy of the list of the trays and the number of entries to be selected from each tray as it appears on the screen will be completed by the Drawing Manager and verified by the auditor to ensure it matches the information displayed on the computer screen. If there is any discrepancy, between the information displayed on the computer screen and the list that is printed by the computer, the hand completed list of the original information on the screen shall be used to proceed with the drawing.
 - f. After five (5) numbers have been randomly selected by the computer, the computer shall automatically tally the numbers in sequential order to determine how many entry selections shall be made from each designated tray.
 - g. The Drawing Assistant shall then select entries from each tray in numerical order commencing with the tray labeled #1 in the quantities determined in Subsection f. above. For example, if the #1 is randomly drawn 22 times, 22 entries would be selected from tray #1, if the #2 is randomly drawn 27 times, 27 entries would be selected from tray #2, and so on.
 - (i) Mail-in Entries: The Drawing Manger shall ensure that the entries contained in the trays are of uniform size, before proceeding with the drawing. Any entries which are not of uniform size shall be removed before proceeding.
 - (ii) When selecting from mail-in trays, the Drawing Assistant, while blindfolded, will randomly draw the designated number of entries from the corresponding mail-in trays.

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The selected entries shall be maintained in the drawing room until the process is completed.

(iii) Internet Entries: When selecting from the Internet trays, a computer random selection program shall pick the designated number of entries from among those in the database. A label of each selected entry will be produced and placed on a #10 envelope and secured with the selected mail-in entries. The label will contain the person's name, address, phone number and the Entry Code Number(s).

h. The five (5) mail-in and internet entries selected in accordance with the foregoing shall be placed in a drawing bin in full view of those assembled at the MDI site in clear view of the video recording device. The entries will then be thoroughly mixed for at least one minute by the Drawing Manager.

8. Selection of a GRAND PRIZE Winner for Drawing #4:

a. The Drawing Assistant, while blindfolded, shall randomly select one (1) entry to be awarded the 2008 Ford F-150 truck; one Ford merchandise prize pack; five hundred thousand (500,000) airline miles for vacation travel; and one (1) Carnival Cruise for two including four hundred dollars (\$400) for travel costs to Jacksonville, Florida.

9. Selection of Alternates:

- a. After the selection of the Grand Prize winners the remaining four (4) entries shall be thoroughly mixed for at least thirty seconds by the Drawing Manager and the Drawing Assistant shall, while blindfolded, randomly select the remainder of the entries to be used as alternates. The entries will be picked 1 at a time drawn until a total of four (4) alternate entries are selected.
- b. Upon selection of each alternate shall be numbered sequentially in the order of selection, beginning with "ALT-1" through "ALT-004."
- c. Alternate entries shall be kept in a locked, secured area by the Drawing Manager and used as needed in the event of the disqualification of any of the entries or in the event any winner cannot be located or fails to claim their prize.

VII. USE OF ALTERNATES

1. In the event it is later determined by SCEL, that a Grand Prize finalist is ineligible, his or her entry contains incomplete required information, or the person cannot be located, the ineligible Grand Prize finalist(s) shall be replaced using, in the sequential order selected, the winners of the Prize Packs who were selected in the drawing as alternates. Each selected entry would move up one position in priority from the point of replacement. However, an ineligible Grand Prize finalists shall only be replaced with the first available Prize Pack winner that was not replaced with an alternate entry. The alternates shall move up one position in priority and replace the winners of the Prize Packs.

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2. In the event it is determined that any Prize Pack winner is ineligible, his or her entry contains incomplete required information, or the person cannot be located, the ineligible Prize Pack winner(s) shall be replaced by using the alternates in the sequential order selected.

VIII. FULFILLMENT

1. Prize awards shall not be released until approved by SCEL.
2. Members of the same household may be selected as a finalist or a Merchandise Prize Pack winner in draws 1 through 3; the Grand Prize winner in draw 4; or as an alternate in any of the draws. If selected, duplicate names in the same household may not win more than once per draw
3. Each prize shall contain a congratulatory note approved by SCEL with MDI's Winners' Services toll-free telephone hotline number.
4. Grand Prize Winner:
 - a. After receiving approval from SCEL, MDI shall contact the winner(s) of the Grand Prize by mail informing them of the process to be followed for them to claim their prize.
 - b. Within ten (10) business days of MDI receiving the required information back from the Grand Prize winner, MDI shall begin making appropriate arrangements for the Grand Prize Trip.
5. SUMMER ESCAPE 2008 Merchandise Pack Mail-in Winners:
 - a. After receiving approval from SCEL, MDI shall contact the Prize Pack winners by mail informing them of the process to be followed for them to claim their prize.
 - b. Within ten (10) business days of MDI receiving the required information back from the Prize Pack winner, MDI shall ship the appropriate prize to the winner.
6. Prize Pack Internet Entry Winners:
 - a. Prize Pack Internet entry winners shall be notified by e-mail within 24 hours of MDI receiving approval from SCEL with prize claim instructions.
 - b. If the winner does not reply to the e-mail within five (5) business days, MDI shall make all reasonable efforts including, but not limited to, by telephone, certified and regular mail, to contact the winner and provide them with prize claim instructions.
7. In the event that a prize is returned as undeliverable, MDI shall make all reasonable efforts including, but not limited to, by telephone, certified and regular mail, to locate the winner and fulfill the awarding of the prize. In the event that all reasonable efforts to locate the winner fail, MDI shall select a replacement winner using the same process as that by which the other replacement winners were selected in the aforementioned.

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8. If winner's merchandise prize is delivered either damaged or defective; MDI shall immediately cause the damaged prize to be replaced to the winner at no cost to SCEL or the winner. MDI shall deliver the replacement merchandise to the winner within ten (10) business days of receipt of notice (from SCEL or prize winner) of the defective or damaged merchandise.
9. At the request of SCEL, MDI shall transmit, to SCEL, a database file of all winners. The database will include the name and address of the winner, the merchandise item fulfilled and the date of shipment.
10. MDI shall forward all selected entries, both winners and alternates, to the SCEL Director of Security upon the conclusion of the Grand Prize Drawing.
11. Sixty (60) days after the completion of the final drawing, MDI shall return, at MDI's expense, all non-winning non-selected entries upon receiving written approval from SCEL.
12. The Drawing Procedures contained herein may be modified at any time at the sole discretion of the Director of Security for SCEL.
13. The Fulfillment Procedures (found in paragraph VIII.) may be modified with mutual agreement of MDI and the SCEL Director of Marketing and Product Development.