

SCHEDULE 5

PUBLICITY

This Schedule 5 outlines the process by which the Parties, ECHO, the Payors and Funding Partners (collectively, the “PFS Project Stakeholders”) will participate in publicity efforts regarding the Project.

Section 1. Project Announcement

Prior to the Project announcement, AT Home LLC will develop an Announcement Strategy (the “Announcement Strategy”) for unanimous approval by the PFS Project Stakeholders. The Announcement Strategy will include a plan for the initial public launch of services and roles and responsibilities of each of the PFS Project Stakeholders leading up to and during the project announcement. The PFS Project Stakeholders agree to identify a mutually agreeable date for the project announcement of the Project.

Prior to the Project announcement, AT Home LLC will develop for approval by PFS Project Stakeholders the Project Overview Materials (the “Project Overview Materials”) that will include a press release, a Project fact sheet, and a “FAQ” (answers to frequently asked questions). Only Project Overview Materials that have been approved by the PFS Project Stakeholders may be used in the initial Project announcement. The Project Overview Materials may be modified with the unanimous consent of the PFS Project Stakeholders, which consent will not be unreasonably withheld.

Section 2. Ongoing Communications

- a. Following the Project announcement and launch of services, each of the PFS Project Stakeholders may engage in publicity efforts, such as media requests, press conferences, press statements, interviews, presentations, and blog posts, provided that each of the PFS Project Stakeholders may only share information contained in the approved Project Overview Materials or information related to the ordinary course of activities (except that PFS Project Stakeholders may re-purpose or modify the format of such information without requiring consent).
- b. Each of the PFS Project Stakeholders will use its best efforts to notify all of the other PFS Project Stakeholders prior to responding to any media inquiries to give PFS Project Stakeholders equal opportunity to participate in ongoing publicity around the Project.
- c. None of the PFS Project Stakeholders may share Confidential Information or Personally Identifiable Information as those terms are set forth in the Agreement.

Section 3. Consent of the PFS Project Stakeholders

The prior written consent of each of the PFS Project Stakeholders will be required for:

- a. Public statements regarding Outcomes or material changes to the Project as defined by the Agreement;
- b. Written use of another PFS Project Stakeholder's name or logo, except as used in the Project Overview Materials.

Section 4. Exceptions

All Parties may disclose (a) information the Party believes in good faith is required by Law or legal process or requested by legislative or governing bodies, in which case it shall provide prior notice of such disclosure to the other Parties, to the extent permitted, with respect to the timing and content of such disclosure; and (b) information regarding the Project to the other Parties' directors, officers, employees, managers, members, stockholders, financing sources, advisors, agents and other representatives.