

**EXHIBIT B, Attachment 2**  
**Media & Subcontractor Liability Verification Clause**  
**(Standard Agreement)**

As stated in Exhibit B, section B, Media & Subcontractor Liability, the following clause must be included in all contracts executed on behalf of the California Health Benefit Exchange including, but not limited to, production, research, media buying, and ethnic population advertising agency subcontractors.

**Media & Subcontractor Liability Clause**

“(Insert Agency Name) is solely responsible for payment of all media purchases and/or other service invoices incurred through this contract for our client, the California Health Benefit Exchange. (Insert Media Buyer/Contractor Name) does not have a contractual relationship with the California Health Benefit Exchange. The California Health Benefit Exchange bears no responsibility for the payment of media or service-related invoices.”

The California Health Benefit Exchange reserves the right to inspect all contracts at any time which were executed by the undersigned on behalf of the California Health Benefit Exchange.

The undersigned hereby affirms that it will include the Media Liability and Subcontractor Clause above in all contracts executed on behalf of the California Health Benefit Exchange.

**Signed:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Type or Print Name of Authorized  
Representative:** \_\_\_\_\_

**Agency:** \_\_\_\_\_

**Date:** \_\_\_\_\_