

1 IN WITNESS WHEREOF, the parties have caused this document to be duly
2 executed with all formalities required by law as of the date first stated above.

3
4 ETA ADVERTISING, INC., a California
5 corporation

6 October 19th, 2016

By Cindy Ocen
7 Name CINDY ALLEN
8 Title PRESIDENT

9 October 19th, 2016

By Ch
10 Name CASSANDRA POPLI
11 Title VICE PRESIDENT

12 "Consultant"

13 CITY OF LONG BEACH, a municipal
14 corporation

15 Nov. 17, 2016

By [Signature]
16 City Manager
17 Assistant City Manager

18 "City"

19 EXECUTED PURSUANT
20 TO SECTION 301 OF
21 THE CITY CHARTER.

22 This First Amendment to Agreement No. 34198 is approved as to form on

23 10/20, 2016.

24 CHARLES PARKIN, City Attorney

25 By [Signature]
26 Deputy

27 OFFICE OF THE CITY ATTORNEY
28 CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664