



REQUEST FOR PROPOSALS

**FOR
DVD REPLICATION and PRINTING SERVICES**

Proposals must be received no later than 5:00 p.m. PST

Monday, May 23, 2011

**I DRIVE SAFELY, L.L.C.
5770 Armada Dr., Ste 200
Carlsbad, CA 92008
(800) 723-1955**

Table of Contents

1. INTRODUCTION AND INSTRUCTIONS TO VENDORS.....	3
INVITATION TO PROVIDE INFORMATION	3
ESTIMATED VALUE OF CONTRACT	3
COMPANY BACKGROUND	3
INTRODUCTION TO PROJECT REQUIREMENTS.....	4
GENERAL CONDITIONS	5
VALID PERIOD FOR INFORMATION	5
CONFIDENTIALITY	5
RIGHT OF REJECTION.....	6
COST OF RESPONSE	6
OWNERSHIP OF MATERIALS	6
THIRD PARTY REFERRALS	6
SUBCONTRACTORS.....	6
WORKMANSHIP	6
SUBCONTRACTOR PAYMENTS AND CONTRACTS.....	6
PRICING PROPOSALS / RESTRICTING COMPETITION	6
INTENTION TO BID.....	7
BIDDER'S CONFERENCE	7
RFP QUESTIONS.....	7
ORAL PRESENTATION	7
PLANNED SCHEDULE OF EVENTS	7
2. PROPOSAL FORMAT AND REQUIRED DOCUMENTS	8
HOW DO I SUBMIT MY RESPONSE?	8
WHAT IS THE REQUIRED FORMAT?	8
EXECUTIVE OVERVIEW.....	8
SYSTEM SOLUTION OVERVIEW	9
VENDOR RESPONSIBILITIES	9
IDS RESPONSIBILITIES	9
COST PROPOSAL	9
COMPANY OVERVIEW.....	9
APPENDICES.....	9
3. WORK STATEMENT	10
CONTRACTOR QUESTIONS.....	10
ACCOUNT MANAGEMENT	10
IMPLEMENTATION METHODOLOGY	10
SYSTEM REQUIREMENTS.....	10
WARRANTIES.....	11
SERVICE LEVEL AGREEMENT	11
PRICING (NOTE: COMPLETE CHART ON PAGE 12 OF THIS RFP).....	11
VENDOR SUGGESTIONS.....	11
APPENDICES FOR VENDOR EXHIBITS.....	11
PRICING PROPOSAL	12

1. INTRODUCTION AND INSTRUCTIONS TO VENDORS

INVITATION TO PROVIDE INFORMATION

I DRIVE SAFELY, L.L.C.(herein know as “IDS”) invites selected vendors to submit proposals, in accordance with the terms and conditions of this Request for Proposal (RFP) for DVD Replication and Artwork production and printing products and services and requests a detailed response from all prospective vendors including product and service descriptions and pricing. Through a formal RFP process, IDS intends to identify the most effective provider offering its services at the most competitive rates.

ESTIMATED VALUE OF CONTRACT

The contract amount is estimated to be in the range of **\$200,000 to \$300,000 per year** depending on the needs of I DRIVE SAFELY.

NOTE: This will not be a one-time print of a set number of DVDs, but DVDs and artwork will need to be produced for different DVDs at various times throughout the length of contract with various specification and formats.

COMPANY BACKGROUND

IDS is a diversified driver improvement and training company involved in the development and offering of driver training services nationwide. IDS has provided driver improvement courses, via online, classroom, and DVD/Video delivery to more than 2 million customers nationwide.

Founded in 1998, IDS is the largest provider of driver training services for individuals and businesses in North America. Our mission is to be the leader in innovative driver training services by providing effective programs and superior customer service. We are committed to fostering positive driving attitudes which will reduce collisions and save lives.

For more information about our company, please visit our Web site at www.idrivesafely.com.

INTRODUCTION TO PROJECT REQUIREMENTS

Through this Request for Proposal (RFP), IDS is soliciting proposals from vendors who are interested in providing cost-effective and quality DVD replication and printing services for the IDS DVD driver improvement programs.

Description: DVD-9 with serial numbers, in standard DVD cases, with 4 color wraps

Estimated Value of Contract: The contract is estimated at \$200,000 - \$300,000 per year.

Estimated Annual Volume: The winning vendor will need capabilities to print multiple DVD types at varying times of the year. The estimated volume of total DVDs is 150,000- 300,000 per year, but may increase or decrease depending upon IDS needs.

Artwork: To be provided by IDS. Vendor must provide details on how artwork is to be delivered to Vendor and how Vendor will provide proofs of artwork before printing for IDS approval.

Disc Printing: Offset (4C) + White Flood + Unique Serial Numbers

Wrap Size: 4 Color Process on 80lb or 100lb gloss text

Packaging: Standard Black DVD Case (Note if this is recycled plastic)

Assembly: Insert DVD and wrap into DVD case and shrink wrap (if required)

Freight: Please provide details on how finished DVDs and materials will be shipped along with shipping options provided by Vendor.

Locations: Sufficient site(s) located in the United States region to serve effectively and timely the needs of IDS's orders and timelines for delivery of finished products.

Service: The selected vendor is expected to have dedicated customer service representatives available to handle orders by e-mail, fax or phone and provide express delivery options for shipping of finished products.

Pricing: Please complete the following as part of this RFP (also available at end of RFP)

Quantity	DVD9	Case	Wrap	Shrink	Serial #'s	Check Disk	Total
1,000							
2,500							
5,000							
10,000							
25,000							
50,000							
100,000							
150,000							
200,000							
250,000							
300,000							

GENERAL CONDITIONS

This RFP is not an offer to enter into a contract but rather a general description of IDS requirements and questions about vendors articulated in a structured manner that will allow IDS to evaluate all the responses it receives and make an informed decision in the best interests of IDS. This RFP represents IDS general definition of specific needs and requirements and IDS invites you to submit a proposal addressing them by the deadline set forth herein. The issuance of this RFP to you and your preparation and submission of a proposal does not commit IDS to undertake any negotiations with you or award any contract to you or anyone even if all the requirements in the RFP are met. IDS's acceptance of your proposal neither commits IDS to continue with this project or award a contract to any vendor even if all requirements stated in this RFP are met, nor limits our right to further negotiate with the selected vendor. IDS reserves the right to contract with a vendor for reason other than price. Contract negotiations do not constitute any commitment to enter into any contract with you. Only a written contract signed by an authorized representative of IDS will obligate IDS regarding any requests made in this RFP.

IDS reserves the right to reject any or all proposals submitted in response to this RFP. Failure to respond to any question in this RFP may result in disqualification of the proposal unless you adequately state the reason(s) why the question does not apply (i.e. due to the manner your solution or services are structured, etc.). At the sole discretion of IDS, requirements may be added or modified to the RFP evaluation process as determined to be necessary by IDS.

You understand and agree that your proposal will be considered an offer to do business with IDS and your offer shall be binding for a period of ninety (90) days from the due date. IDS may, at its option, incorporate all or any part of your proposal into a prospective contract.

The vendor releases IDS and its subsidiaries, employees, or agents and indemnifies IDS and its subsidiaries, employees, or agents from and against any charges, claims, damages, costs, judgments, decrees, losses, expenses (including reasonable attorney's fees), penalties, and liabilities of any kind or nature whatsoever which may be incurred by the vendor or claimed against IDS and its subsidiaries, employees, or agents based upon, relating to, or arising out of this RFP.

VALID PERIOD FOR INFORMATION

The information stated in your responses must remain valid for 90 days from the date of delivery of the proposal to IDS.

CONFIDENTIALITY

The information contained in this RFP or accumulated through other written or verbal communication is confidential. It is for proposal purposes only and is not to be disclosed or used for any other purpose.

In the event the vendor is not awarded the contract, the vendor shall promptly return all confidential information to IDS and destroy all notes or materials containing the confidential information. The vendor agrees by accepting this RFP that it will abide by the confidentiality standards described here.

RIGHT OF REJECTION

IDS reserves the right to accept or reject any or all responses to this RFP and to enter into discussion and/or negotiations with one or more vendors at the same time.

COST OF RESPONSE

IDS shall not, in any way, be liable for any costs incurred by any vendor in preparing or discussions relating to this RFP, the proposal, or any other response.

OWNERSHIP OF MATERIALS

All proposals and supporting materials submitted by the vendor in response to this RFP become the property of IDS and will not be returned to the vendor unless otherwise agreed in writing by IDS.

THIRD PARTY REFERRALS

Should the vendor's proposal include the subcontracting of third party organizations, vendors must notify IDS in their proposal of any planned subcontracted portions of their proposal including providing subcontractor names and basic corporate information and data.

SUBCONTRACTORS

The vendor's proposal shall state that the vendor shall be responsible for its subcontractors. IDS will not accept any proposals from subcontractors or become part of any negotiations between a vendor and any subcontractor or third party.

The selected vendor is responsible for all subcontractors and other parties required by the vendor to meet the requirements of the RFP.

WORKMANSHIP

The vendor is responsible for any damage resulting from their and/or subcontractor's performance, acts of omission, errors and negligence.

SUBCONTRACTOR PAYMENTS AND CONTRACTS

Vendor agrees to hold IDS harmless from any and all claims and liens that may result from vendor's dealings with and nonpayment for services rendered by the subcontractor during this RFP process or after any selection of a vendor by IDS.

PRICING PROPOSALS / RESTRICTING COMPETITION

By submission of a proposal, the vendor warrants to IDS that the prices in the proposal have been arrived at independently, without consultation, communication, agreement, or understanding for the purpose of restricting competition. Unless otherwise required by law, the vendor will not disclose the prices that have been quoted in the proposal directly or indirectly to any other vendor or third party.

No attempt has been made or will be made by the vendor to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition. Vendor has adhered to the highest standards of business ethics and, in particular, has established precautions to prevent any of its officers, employees, or agents from making, receiving or offering substantial gifts, entertainment, payment, loans, or other considerations which may influence individuals in respect of this RFP. IDS expects that all pricing will be subject to a

“most-favored” company pricing policy such that IDS will benefit from the best pricing offered by the vendor for the most advanced and complete level of comparable services or products at the time.

INTENTION TO BID

Vendors should indicate their intention to either bid by sending notification to ianb@idivesafely.com. If you intend to bid, please provide IDS with the name, address, telephone number, and email for the vendor contact who should receive answers to questions and RFP revision updates.

If declining to bid, please also include the reasons for not responding and destroy this RFP.

BIDDER’S CONFERENCE

IDS will not conduct a Bidder’s Conference for this RFP.

RFP QUESTIONS

IDS encourages questions. Please submit any inquiries by emailing Ian Bonewitz, IDS Product Manager at ianb@idivesafely.com by 5/10/2011.

ORAL PRESENTATION

As part of the evaluation process, IDS may require an oral presentation of the proposal by the vendor. You will be notified at a later date if required.

PLANNED SCHEDULE OF EVENTS

Date	Time	Event
5/05/2011	8:00 AM PST	RFP distribution to vendors
5/10/2011	5:00 PM PST	Questions due from vendors
5/11/2011	5:00 PM PST	Response to Questions Provided
5/23/2011	5:00 PM PST	Written proposals due from vendors
5/25/2011	5:00 PM PST	IDS team completes evaluations of bids
05/30/2011	5:00 PM PST	Vendor selection is complete

2. PROPOSAL FORMAT AND REQUIRED DOCUMENTS

This section contains the detailed technical and mandatory proposal format requirements and the approach for the development and presentation of proposal data. Format instructions must be adhered to, all requirements and questions in the RFP must be responded to, and all requested data must be supplied.

HOW DO I SUBMIT MY RESPONSE?

The entire bid process will be submitted via email to IDS. All questions and responses will need to adhere to the Planned Schedule of Events. All questions and responses shall be directed and submitted to ianb@idivesafely.com. It is the sole responsibility of the bidder to ensure that his or her bid reaches IDS. All bids, proposals or quotations, unless otherwise specified, must be delivered to the above email address not later than the time and date specified in the solicitation.

WHAT IS THE REQUIRED FORMAT?

The vendor's response must be submitted in the format outlined below and meet requirements for date and time set forth in Planned Schedule of Events:

Section	Content of Section
1	Executive Overview
2	System Overview
3	Vendor Responsibilities
4	IDS Responsibilities
5	Answers to required questions
6	Cost Proposal
7	Company Overview
8	Appendices

EXECUTIVE OVERVIEW

The Executive Overview must provide an overview of the contents of the response, designed specifically for review by non-technically oriented executives and administrative personnel.

SYSTEM SOLUTION OVERVIEW

The System Overview must detail the vendor's hardware and services solution against the IDS functional and technical requirements. The vendor's solution should be developed from the investigation of the requirements contained in this RFP. This section should also reflect all aspects of the solution, including replication solutions, technical specs, certifications and any additional relevant information. In addition, the vendor must detail its support solution as it pertains to any value added function / support it can provide which differentiates their proposal.

VENDOR RESPONSIBILITIES

This section should contain a list of the tasks the vendor will perform, arranged in chronological order. The tasks should be sequenced by phases. The tasks should support the schedule described in this RFP, as appropriate. These are the tasks that will be performed by vendor's personnel or personnel subcontracted by the vendor.

IDS RESPONSIBILITIES

The responsibilities listed in this section are those that should be provided by IDS. The vendor's performance should be predicated upon these responsibilities being fulfilled by IDS.

COST PROPOSAL

Vendors are required to submit a cost proposal with their response. The proposal should reflect any costs IDS might be asked to pay in setting up the initial orders or ongoing support. Costs Proposal shall also include any discounts, bulk pricing and any other fees for services provided by Vendor. All Vendors are required to complete the Pricing Table located in Project Requirements section.

COMPANY OVERVIEW

Provide an organizational chart that shows the Vendor and the members of the vendor team and the relationships within each firm/company (including subcontractor and DVBE companies). Identify the primary persons responsible for the interface between the Vendor and IDS. Explain the relationship of each technical staff to the organization of the rest of your company. Describe reliability, continuity, professional awards, and location of the Bidder.

APPENDICES

This section should contain all appendix material that is desired by the vendor for inclusion. A Table of Contents should be included. Descriptions of other services or applications that the vendor provides that were not specifically addressed in the previous sections, may be included here.

3. WORK STATEMENT

Vendors must respond in a thorough and complete manner, presenting detailed information describing their product, services and product support. It is acknowledged that some of the specific requirements may not be met, as described. In these cases, the vendor should describe a reasonable alternative to the requirement, in detail.

CONTRACTOR QUESTIONS

Provide a brief history of your company.

Describe Technical support to integrate software solutions.

What is a typical timeframe of implementation and delivery?

How many current clients do you have? Please describe which of your products they use.

Describe your competitive advantage in the market place.

Describe relationships with other business partners in other similar businesses.

Detail a complete list of services.

Provide an overview of your solution/technologies for DVD replication

ACCOUNT MANAGEMENT

Provide a brief description of how accounts are managed including, but not limited to:

- Account Support
- Project management
- Customer Service Support
- Dispute Resolution
- Billing and Invoicing Options
- Invoice Refunds
- Contingency Fees

IMPLEMENTATION METHODOLOGY

Give a brief summary of your recommended implementation methodology

Expected time frames.

IDS resources required (information, people, etc.)

SYSTEM REQUIREMENTS

What is the system availability? Are there any scheduled daily, weekly, annual or ad hoc outages to perform things such as maintenance or upgrades? Please describe if so.

WARRANTIES

Describe all warranties

SERVICE LEVEL AGREEMENT

Please include a copy of your Service Level Agreement in your response.

PRICING (NOTE: COMPLETE CHART ON PAGE 12 OF THIS RFP)

Please complete Pricing Table located in Project Requirements

Please provide a listing of all fees for the initial services/products

Proposed fee structure for enhancements or maintenance

Discount levels and indicate how the fees are derived

Any other pricing information or recurring charges

VENDOR SUGGESTIONS

You are invited to provide any suggestions, products, services, and recommendations that you believe would help IDS achieve our project goals.

APPENDICES FOR VENDOR EXHIBITS

As appropriate, provide any Vendor product and service brochures. Please also include URLs or provide print outs and descriptions of existing products, as well as references from current and former clients.

Pricing Proposal:

Please complete the following as part of this RFP (also available at end of RFP)

Quantity	DVD9	Case	Wrap	Shrink	Serial #'s	Check Disk	Total
1,000							
2,500							
5,000							
10,000							
25,000							
50,000							
100,000							
150,000							
200,000							
250,000							
300,000							