

EXHIBIT A

TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant	Ruder Finn & Rotman, Inc. 110 E. 59th Street New York, NY 10022	2. Registration No. 1481
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3. Name of foreign principal Italian Trade Commission	4. Principal address of foreign principal 1801 Avenue of the Stars Suite 700 Los Angeles, CA 90067
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5. Indicate whether your foreign principal is one of the following type:

- Foreign government
- Foreign political party
- Foreign or  domestic organization: If either, check one of the following:
  - Partnership  Committee
  - Corporation  Voluntary group
  - Association  Other (specify) Government Agency
- Individual - State his nationality \_\_\_\_\_

6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant.  
Trade Commission  
Los Angeles
- b) Name and title of official with whom registrant deals.  
Dr. Mario Castagna  
Italian Trade Commissioner

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7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom the registrant deals.
- c) Principal aim  
not applicable

8. If the foreign principal is not a foreign government or a foreign political party,

- a) State the nature of the business or activity of this foreign principal  
not applicable

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b) Is this foreign principal

- Owned by a foreign government, foreign political party, or other foreign principal . . . . Yes  No
- Directed by a foreign government, foreign political party, or other foreign principal . . . . Yes  No
- Controlled by a foreign government, foreign political party, or other foreign principal . . . . Yes  No
- Financed by a foreign government, foreign political party, or other foreign principal . . . . Yes  No
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal . . . . . Yes  No
- Subsidized in part by a foreign government, foreign political party, or other foreign principal . . . . . Yes  No

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

The Trade Commission is owned, directed, controlled and subsidized in part by Foreign Government.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

not applicable

Date of Exhibit A 1/20/82	Name and Title Marci Blaze, Vice Pres.	Signature <i>Marci Blaze</i>
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UNITED STATES DEPARTMENT OF JUSTICE  
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT  
Under the Foreign Agents Registration Act  
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Ruder Finn & Rotman, Inc.	Italian Trade Commission (LA)

Check Appropriate Boxes:

- The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

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- Describe fully the nature and method of performance of the above indicated agreement or understanding.

Spot job to do advertising and public relations support for the Giftware Show exhibition during March 9-11, 1982.


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5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

See letter of agreement attached.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1/</sup> Yes  No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
1/20/82	Marci Blaze Vice President	

<sup>1/</sup> Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

# RUDER & FINN

December 28, 1981

Dr. Mario Castagna  
Trade Commissioner  
Italian Trade Commission  
1801 Avenue of the Stars  
Suite 700  
Los Angeles, California 90067

REGISTRATION  
INVESTMENT  
FEB 2 9 01 AM '82  
U.S. DEPT. OF COMMERCE  
OFFICE OF TRADE DEVELOPMENT  
AND TRADE PROMOTION

Dear Dr. Castagna:

Thank you for your December 18 letter in which you asked if we wished to bid on the advertising and public relations services for the Italian Giftware Show running from March 9 through March 11, 1982.

The purpose of this letter is to let you know that we do wish to bid for handling the assignment. We understand the services that are to be provided, and are in agreement that we can provide these services as you have outlined them in your December 18 letter.

To handle the assignment will require a total budget of \$6,500. This is a complete package and covers the items discussed in your letter, as well as excluding those items also discussed in your letter. The \$6,500 also recognizes the three stipulations you indicated in your letter. We believe it may be helpful for your consideration of this bid to have a further breakdown as to the elements of the \$6,500 budget. They are as follows:

1. To provide all of the concept, design, media planning and advertising services will require \$3,200.
2. To provide the assistance in mailing list selection and development of maximum trade attendance will require \$1,000 -- exclusive of any charges that may be required to actually purchase mailing lists.

To explain further, we anticipate approximately \$700 of our executive time devoted to obtaining effective mailing lists and generating more interest by buyers in having appointments with exhibitors. The remaining \$300 is intended for clerical help in telephone contact with buyers as a means of scheduling appointments.

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3. To provide the public relations services and the overall management of the entire advertising and promotion efforts will require \$2,300. This reflects the limited media work that is needed, but also takes into account the VIP reception activities and our general management activities.

Bringing these three charges together results in a total of \$6,500.

We thank you for inviting us to bid on this project and we do hope that we will be able to work with the Italian Trade Commission on this event.

If the arrangements outlined in this letter are satisfactory to the Italian Trade Commission, and if the Italian Trade Commission decides to retain Ruder & Finn, we would greatly appreciate your signing one copy of this letter and returning it to us, and retaining the second copy of the letter for your files.

Please let us know if you have any questions.


Sincerely,

Saul L. Warshaw  
President  
Ruder & Finn of California

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Dr. Mario Castagna  
Trade Commissioner  
Italian Trade Commission

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Mr. Saul Warshaw  
President  
Ruder & Finn of California