

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

Van Brunt & Co., Advertising-Marketing, Inc.  
300 East 42nd Street, New York, N.Y. 10017

2. Registration No.

1704

3. Name of foreign principal

Italian Trade Commission

4. Principal address of foreign principal

One World Trade Center  
New York, N.Y.

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) \_\_\_\_\_

Individual - State his nationality \_\_\_\_\_

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

a) Branch or agency represented by the registrant.

Italian trade development; Italian Chianti wine production

b) Name and title of official with whom registrant deals.

Dr. Lucio Caputo  
Trade Commissioner

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

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

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.)

Italian Trade Commission is owned and operated by the Government of Italy.

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.

Date of Exhibit A April 24, 1978	Name and Title Albert Van Brunt, President	Signature 
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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

RECEIVED  
OCT 27 1981  
FBI  
WASHINGTON, D.C.

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
Van Brunt & Co.	Italian Trade Commission

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.

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

Promotion of Chianti wines to retail trade and consumers through paid radio and magazine advertisements and publicity releases, wine tastings, etc.

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

- Full color advertisement in New Yorker magazine
- Radio advertising--New York City stations, March/April, 1978
- Publicity releases, etc. distributed to media-- February-June, 1978

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
April 24, 1978	Albert Van Brunt, President	<i>Albert Van Brunt</i>

<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.

# Italian Trade Commissioner

New York

January 12, 1978

RECEIVED  
OFFICE OF JUSTICE  
MAY 2 3 04 PM '78  
COMMUNICATIONS DIVISION

Lucio Caputo  
Trade Commissioner  
Marcello Melis  
Deputy Trade Commissioner  
Luca Rostagno  
Deputy Trade Commissioner

Italian Trade Commission  
One World Trade Center  
Suite 2057  
New York, N. Y. 10048

Phone (212) 432-9250  
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Mr. Edwin Van Brunt  
Chairman  
VAN BRUNT & CO.  
300 East 42nd Street  
New York, NY

Dear Mr. Van Brunt:

Following our meeting with you yesterday, we are pleased to confirm our appointment of Van Brunt & Co. to handle the public relations portion of our promotional campaign for Chianti, which will take place from February through June of this year.

We understand that you will execute the entire public relations campaign outlined in your proposal to us, a signed copy of which is enclosed. In addition your agency will advise and counsel us on any aspects or activities of the Chianti campaign which the Italian Wine Promotion Center undertakes directly, such as the seminar/wine-tastings for the press in New York and San Francisco.

Your compensation for these services will amount to \$30,000 total, which includes reimbursement for out of pocket costs and expenses as well as your fee. This sum will be paid in monthly installments of \$6,000 over the five-month period from February to June inclusive, upon receipt of the following: an invoice from you which reads "Fee for public relations services to promote Chianti during the month of \_\_\_\_\_"; a report on the agency's activities on behalf of Chianti during that month; and documentation of expenses incurred during that month. Following completion of the campaign we also expect to receive a detailed report of the public relations activities, with press clippings, for forwarding to the appropriate parties in Rome and Florence.

Your agency is also appointed as the advertising agency for this campaign, in which capacity you will design and produce a two-thirds page full-color ad for Chianti and a 60-minute radio commercial, both subject to our final approval.

*second*

In reply refer to:

MM/MP-172/

67

When calling or writing, please mention the entire reference number.

*Nella risposta si prega di indicare l'intero numero di riferimento sopra riportato (sigle e numero).*

The Italian Trade Commission is the official trade promotion agency (commercial office) of the Italian government for the following areas: the New England States, New York, New Jersey, Pennsylvania, Delaware, Ohio, Bermuda, the Bahamas, Puerto Rico and the Virgin Islands.

*WB*

*L'Italian Trade Commission e' uno degli Uffici dell'Istituto Nazionale per il Commercio Estero (I.C.E.) con competenza per gli stati sopra indicati.*

././.

The print ad will be placed by the Italian Wine Promotion Center and will therefore be non-commissionable to you; the radio time will be purchased by your agency and billed to us at net rate. We will cover your expenses up to \$7,000 for production of these ads, upon receipt of documentation.

SWB

publication

We await your decision regarding the actual timing of the public relations activities and of the advertising, as well as suggestions on the Chianti brochure, and we are preparing, for your background use, a collection of articles and general information regarding Chianti.

In the meantime, to finalize our agreement, we would appreciate your signing a copy of this letter and returning it to this office at your earliest convenience.

We are pleased to be working with you on this occasion, and we look forward to a very productive and successful campaign.

Sincerely yours,



Lucio Caputo



Agreed to for Van Brunt & Co.

1/16/78  
Date

LC/ald