

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 Burson-Marsteller 1850 M Street, NW, Suite 900, Washington, D.C. 20036	2. Registration No. 2469
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3. Name of foreign principal Government of Mexico	4. Principal address of foreign principal Residencia Oficial de los Pinos Puerta Principal, Premier Pinos Colonica San Miguel Chapultepec Mexico DF 11850
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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
 - Corporation
 - Association
 - Committee
 - Voluntary group
 - Other (specify) _____
- Individual—State his nationality _____

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

- a) Branch or agency represented by the registrant. **Office of the President**
- b) Name and title of official with whom registrant deals. **Press Secretary to the President, Mr. Otto Grandos**

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

N/A/

INTERNAL SECURITY SECTION
 REGISTRATION UNIT
 90 JAN 16 5 10 PM '84
 N/A

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

N/A

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

N/A

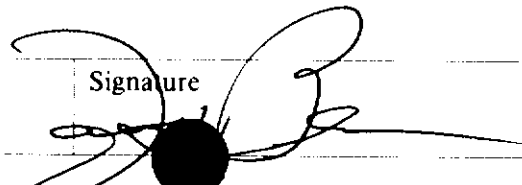
10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

N/A

Date of Exhibit A
Jan. 13, 1990

Name and Title
Timothy Brosnahan
General Manager

Signature



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
Burson-Marsteller	Government of Mexico

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.

Burson-Marsteller will implement a short-term project to develop issue advertising on television and in newspapers to accurately relate Mexico's efforts to combat drug trafficking. B-M will produce a media relations program in support of this advertising and will provide counseling on all aspects of the project, including government relations. Programs will be directed to major media.

INTERNAL SECURITY
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CRIMINAL DIVISION

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

TV advertising - Produce and place.
Newspaper ads - Produce and place.
Media relations - Work with reporters on this story.
Counseling - Including government relations.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?
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.

The advertising and media relations program developed for the government of Mexico to present Mexico's position on its efforts, justified by facts and disseminated to a variety of audiences through the media, could presumably impact the attitude of the U.S. general public. Its goal is increased public awareness, and is not connected to any current legislation.

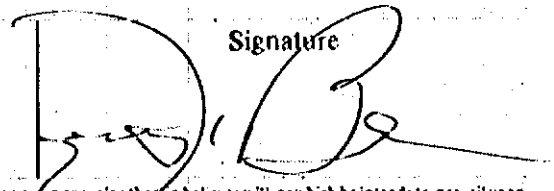
Date of Exhibit B

1/16/90

Name and Title

Timothy Brosnahan
General Manager

Signature



¹ 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 the government of a foreign country or a foreign political party.

Burson-Marsteller

1850 M Street, N.W.
Suite 900
Washington, D.C. 20036.5890
202.833.8550

Timothy G. Brosnahan
Executive Vice President
General Manager

January 12, 1990

Lic. Javier Trevino-Cantu
Counselor
Embassy of Mexico
2829 Sixteenth Street N.W.
Washington, D.C. 20009

Dear Javier:

This letter will serve to confirm the assignment which we have undertaken on behalf of the Press Secretary in the Office of the President of the Republic of Mexico. Please return a signed copy by fax and an original by messenger.

As of this morning, you have authorized Burson-Marsteller to initiate all necessary pre-production work for an issues advertising campaign to respond to NBC's "Drug Wars: The Camarena Story" miniseries. This campaign will be executed on a rush basis and have the following components:

- o One English language 30-second television commercial shot in Mexico, to be written, produced, cleared with necessary television network officials and placed on network television, with time purchased by our agency;
- o Possibly, one Spanish-language version of the same commercial, placed on Spanish-language stations;
- o Possibly, a print advertisement written and placed by our agency in key publications;
- o Media relations program to aggressively call media attention to this advertising. This may include a press conference/events, training for spokespersons, preparation of written materials and other necessary steps;
- o Senior counseling on all aspects of this very sensitive project, including government relations and the most appropriate positioning for the Government of Mexico.

A more detailed budget will be prepared as soon as possible for your review, but this project will cost in the range of \$200,000 - 300,000 (plus out-of-pocket expenses for travel, etc.), for advertising production, media relations support, and senior counseling. Television time will cost in the range of \$300,000 - 600,000, depending on your choice of audiences and number of repetitions.

Lic. Javier Trevino-Cantu
January 12, 1990
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It is our understanding that this letter authorizes us to begin preliminary work on this project as of today. (This authorization does not include purchase of media time, for which a separate, detailed budget will be submitted.)

It is our policy in these kinds of situations to require a pre-payment of major initial costs. In addition, we will require advance payment of television time, for which a budget and invoice will be submitted for your approval.

Since this project will entail immediate and substantial time and out-of-pocket expenses, I enclose a invoice for \$75,000. We will need to have this amount paid in hand by close of business Tuesday, January 16, in order for work to continue. Payment can be made by check or by wire transfer to our account. Arrangements for this will be faxed to you.

We will register as a foreign agent for your government today, as required by law.

Javier, we look forward to assisting in every way that we can, and to executing this project as quickly and professionally as possible.

With best wishes.

Sincerely,



Timothy G. Brosnahan
Executive Vice President/
General Manager

Enclosure: Invoice

cc: O. Rocha
T. Hill, New York
R. Moore, Washington, DC
R. Licha, Miami ✓
E. Wilson, Washington, DC