

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 North American Precip Syndicate 201 East 42nd Street New York, NY 10017	2. Registration No. 2836
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3. Name of foreign principal British Airways	4. Principal address of foreign principal 245 Park Avenue New York, NY 10022
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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.
- b) Name and title of official with whom registrant deals.

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

Airline

TERMINATED  
DATE 10-23-85

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 British government now has all outstanding share in the airline, but some time in 1985, all shares will be sold to the public

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  
Feb. 13, 1985

Name and Title  
Ronald Levy, President

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
North American Precise Syndicate	British Airways

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.

See attached: "Fee schedule for NAPS beginning 10/1/84"

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

See attached: "Explanation of NAPS' services and activities"

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10-23-86

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

See attached: "Explanation of NAPS' services and activities"

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.

Distribution of news releases to newspapers in the US

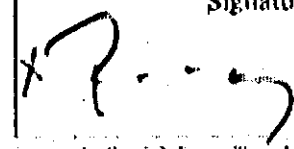
Date of Exhibit B

Feb. 13, 1985

Name and Title

Ronald Levy, President

Signature



<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.

# NEWS OF THE WEEK

## Airline Takes Off With New Look For the Eighties

Travelers who fly are finding some happy changes these days when it comes to air travel in the eighties.

Air fares to Europe, for instance, have been lower this year than in some time, as airlines become increasingly competitive. Tourists to Europe have also been able to get more for their money when it comes to hotel prices and shopping, due to the strength of the dollar abroad. The dollar is now 30% stronger in Britain compared to last year.

Other changes are coming to an airline many consider the world's favorite, British Airways. For the first time in more than a decade, the airline is taking on a new look. It's a bold logo for the eighties in brilliant red, pearl gray and midnight blue that is turning up on exteriors and interiors of aircraft, in sales offices, at airports around the



world, on vehicles, tickets, ground handling equipment and many other items.

The new eye-catching color scheme isn't the only thing that's new inside the airline's passenger cabins. In many of the aircraft are new seats, newer and larger overhead storage bins, and new galley equipment, to help cabin crews look after you better on your next overseas flight. And to make your flight perfect, British Airways offers free drinks and in-flight entertainment in all classes.

TERMINATED

DATE 10-23-85

NAPS fee schedule effective beginning 10/1/84:

## NEWSPAPERS

Distribution to 1,000 dailies and 2,800 weeklies. You produce 100 to 400 clips per release.

One-column release	\$1,750
Two-column release	2,350
Three-column release	2,950

### Discounts

Four releases	Deduct \$100 each
Six releases	Deduct \$125 each
12 releases	Deduct \$150 each

Discounts apply when releases are prepared at the same time for use in a salvo or series.

For releases more than seven inches deep, add \$50 per extra column inch.

## TELEVISION

Distribution, to 325 stations, of scripts and chroma key slides—the kind that make pictures appear on a screen behind the announcer—including reproduction of 1,300 TV quality slides per release. Also included: usage cards from stations, plus computer printouts with audience data. Results: 40+ known placements per release.

12 a year	\$2,250
6 a year	2,300
4 a year	2,350
1 a year	2,450

## RADIO

Distribution of scripts to 5,000 radio stations, plus usage cards from stations, plus computer printouts with audience data. You create 200+ placements per release.

12 a year	\$1,250
6 a year	1,300
4 a year	1,350
1 a year	1,450

## GUARANTEE

We guarantee your 100% satisfaction with results — quality, quantity, speed and intelligence of service — or another release free. If you are only 99% satisfied, we want you to have another story at no cost.

North American serves more than 600 accounts because our distribution service enables people like you to produce additional results in upscale America — results predictable and excellent — at low cost using material you already have.

Explanation of NAPS' service and activities:

Order us to set your release in type, pick one of your photos or supply a drawing, then send your release to 3,800 newspapers—1,000 dailies and 2,800 weeklies.

We will send you your clippings plus a usage map and a computer printout like the one on the facing page.

You will produce 100 to 400 clippings for each release you order distributed.

For maximum results, let us suggest a format and logo that will pull especially well. No cost, no obligation.