

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 PRECIS SYNDICATE 201 EAST 42ND STREET NEW YORK, NY 10017	2. Registration No. 2836
3. Name of foreign principal FRENCH GOVERNMENT TOURIST OFFICE	4. Principal address of foreign principal 610 FIFTH AVE NEW YORK, NY 10020

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. **FRENCH GOVERNMENT TOURIST OFFICE
GEORGE HERN - PUBLIC RELATIONS OFFICER**

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. **NOT APPLICABLE**
- 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
NOT APPLICABLE

b) Is this foreign principal

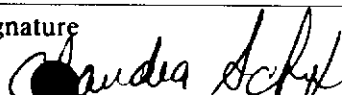
- Owned by a foreign government, foreign political party, or other foreign principal Yes No
- Directed by a foreign government, foreign political party, or other foreign principal Yes No
- Controlled by a foreign government, foreign political party, or other foreign principal Yes No
- Financed by a foreign 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.)

THIS IS THE OFFICIAL TOURIST INFORMATION OFFICE IN THE UNITED STATES FOR THE GOV'T. OF FRANCE AND IS COMPLETELY FINANCED BY THAT 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	Name and Title	Signature
1/29/88	CLAUDIA SCHIFF - Sr. VICE PRESIDENT	

RELEASE FOR THE FRENCH GOVERNMENT TOURIST OFFICE

FRENCH RIVIERA CÔTE D'AZUR'S CENTURY OF TIMELESS GLAMOUR

The Riviera's centennial celebration of Mardi Gras Carnival in early 1988 evokes the timeless glamour and limpid sea-sky beauty known today as the Côte d'Azur, France's azure coast.

In the 1880's, here where Mediterranean sea meets mountain crags are the sun-warmed hideaway ports and hilltop villages that a century ago charmed kings and emperors plus their aristocratic entourages. Queen Victoria, Edward VII Prince of Wales, Emperor Alexandre III of the Russias, Archdukes and Royal Princes led a regal procession to these radiant shores.

Climate warmed visitors were captivated by profusion of flowers from mimosa to jasmine, oleander and bougainvillea. Citrus trees added perfume to the stately silhouettes of palms, parasol pines, and cypress.

Arts and the art of good living were from the debut of this resort region at the very heart of its allure. The French Riviera was peopled with artists and literati who gave a remarkable added dimension to the glorious social, sun, and surf appeals of the Côte d'Azur.

Henri Matisse and Raoul Dufly captured the charm of Nice. Claude Monet came to Antibes while Auguste Renoir ruled in the venerable olive-tree groves of Cagnes. Next, Braque came to Vence, and Van Dongen caught the social scene of Cannes. Art soon ruled the Riviera thanks to Chagall and Picasso. Today, there are more than twenty major art museums, unique among shore resorts of the world.



Riviera writers were mighty too, beginning with Victor Hugo at Golfe-Juan and Guy de Maupassant on his yacht "Bel Ami" at Cannes.

American authors, at the turn of the century, drawn to the Riviera included F. Scott Fitzgerald, Ernest Hemingway, T.S. Eliot, and of course Gertrude Stein.

Nice, capital of the Riviera, had a population of about 50,000 in the 1880s, and today ranks as the fifth city of France with more than 400,000 inhabitants.

Today, the fifty mile Côte d'Azur is a sparkling necklace of resorts stretching from Menton in the East to Saint Tropez in the West. There is a resort for every taste from cosmopolitan Cannes to the jet-set scene of Saint Tropez. Quiet elegance is the key to Cap Ferrat while Antibes blends antiquity contrasted with a Picasso Museum. Grasse crowns the mountains, and there are also small hilltop villages such as Eze, Saint Paul de Vence and Haut de Cagnes. From their ramparts are sweeping panoramas of the Riviera. Inside are re-

markable museums, art galleries and exceptional craft centers.

1988 will be a year of celebration on the French Riviera. Mardi Gras Carnival of Nice, February 11-24 has the theme "King of the Côte d'Azur". The world-famous Nice Acropolis Antiques show is slated in December. The Opera of Nice opens in January and features Wagner's Ring in March plus Pelleas and Melisande in May. For change of pace and beat July hosts Nice's Grand Parade of Jazz.

Early season travel has its rewards such as Air France's "Riviera Weekend Escape"—four days all inclusive for \$779. "Riviera Markdown" for bargain hunters is airfare and a week at choice hotels for \$909.

The timeless Riviera is conveniently a non-stop jet flight away. It proffers flower markets, craft shopping and distinctive regional cuisine, plus a full array of water-sports, casinos and glamorous soirees.

For further information write: Riviera Centennial, French Tourist Office, P.O. Box 2658, Lake Ronkonkoma, New York 11779.



RELEASE FOR THE FRENCH GOVERNMENT TOURIST OFFICE

FRANCE WELCOMES YOUNG AMERICA

Vacation planning is a favorite pastime for young American travelers, and France was never so exciting, and never so accessible. To improve hospitality and smooth the way for travel throughout France, 1987 was designated "The Year of Welcome", and Jean-Jacques Descamps, the Minister of Tourism has extended the program to 1988.

The ambitious but practical plan includes a network of Welcome information centers at French airports, railroad stations and frontier points. A language assistance program is staffed by English-speaking French students stationed near major touristic sites. In addition, new practical brochures include "Paris on a Budget" listing inexpensive hotels and restaurants. A key part of "The Year of Welcome" was the educational "France Welcomes Young America".

"When I was a sophomore in high school I contemplated whether or not to study French," said Mark Meyers, now a sophomore at Northwestern University. After a recent trip to France, Meyers said, "Learning about France's social and political institutions, its technological strengths, and experiencing its culture first-hand afforded me a more refined, realistic image. In short, I grew to admire the French and their ability to enjoy life."

On returning from France, Natalie Butto, senior from Florida International University observed, "I discovered that France is rich not only in its traditional images, like culture and fashion, but is



Mark F. Meyers
Northwestern University

also in the forefront of technology—the Concorde supersonic jet, and TGV (world's fastest train at 170 mph). What I learned was that I know only a small part of what there was to discover in France."

The "France Welcomes Young America" program sent 205 American students from nine universities for the July 4th week in Paris plus group visits to nine regions of France. They met people from all walks of life.

At the end of the visit each participant wrote an essay of experiences, to share ideas, suggestions and think-tank approaches to travel in France. First place essay winner was

Mark F. Meyers at Northwestern. Second place was Natalie Butto, Florida International University. Runners up were Nicola Aaron, University of Illinois, Clark Brunner, Auburn University, Anthony Ewing, Yale University, and Harvey Michaels, University of California, Berkeley. Other participants were from U.C.L.A., University of Texas, and Columbia University.

Mark Meyers concluded, "Many who thought travel in France would be difficult will find it remarkably easy. And soon France won't have to tell us that they welcome us." For further information and docu-



Natalie Butto
Florida International
University

mentation write Welcome to France, French Tourist Office, P.O. Box 2658, Lake Ronkonkoma, New York 11779.

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 PRESS SYNDICATE

FRENCH GOVERNMENT TOURIST OFFICE

Check Appropriate Boxes:

1. 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.
2. 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.
3. 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: 71-1

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

SEE ATTACHED: 71-2

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

SEE ATTACHED: # 2

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.

DISTRIBUTION OF NEWS RELEASES TO NEWSPAPERS ACROSS THE U.S.

Date of Exhibit B

1/29/88

Name and Title

CLAUDIA SCHIFF - Sr. Vice President

Signature

Claudia Schiff

¹Political 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.

Results and Costs

NEWSPAPERS

100 to 400 placements per release

one column width \$2,100
two column width \$2,700
three column width \$3,300

For releases more than seven inches deep, add \$50 per extra column inch. Artwork: \$65 per drawing. Deduct \$150 per release for doing four at a time, \$175 each for doing six, or \$200 each for 12.

TELEVISION

Pick-up: over 40 stations per release

four slide release to
325 stations \$2,650
four slide release to
600 VHF stations 3,650

Art: \$100 per drawing. Discounts: \$100 per release for six or \$150 each for 12.

RADIO

Over 200 pick-ups per release

A script and reply card to 3,000 radio stations: \$2,150. Deduct \$100 per release for six, or \$150 each for 12.

MULTI-MEDIA RELEASE

350 to 700 placements on TV, radio and in suburban newspapers.

one multi-media release \$6,000
Deduct \$600 if the multi-media release includes a one-column suburban newspaper release, or add \$600 if a three column size is used.

Deduct \$500 per multi-media release for doing six or more.

GUARANTEE

We guarantee your complete satisfaction with the results of each release—quality, quantity, and speed—or another one free.



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Washington 1025 Vermont Ave., N.W., Washington, D.C. 20005 (202) 347-7300
California 4209 Vantage Avenue, Studio City, California 91604 (213) 761-8400

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WHAT WE DO

How North American Can Help You

We're a publicity distribution firm used by most Fortune 500 companies plus 90 trade and professional associations.

We can move your information at low cost to 3,800 newspapers, 325 TV stations and 5,000 radio stations

NEWSPAPERS

Distribution to 1,000 dailies and 2,800 weeklies, mostly from the upscale areas of major markets. Rates include your clippings plus usage reports from North American's computers showing the circulation and major market area of each clip. You produce 100 to 400 clips per release.

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.

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.