

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 <i>NORTH AMERICAN PRECIS SYNDICATE 201 E 42ND ST NEW YORK, NY 10017</i>	2. Registration No. <i>2836</i>
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3. Name of foreign principal <i>SWISS NATIONAL TOURIST OFFICE</i>	4. Principal address of foreign principal <i>608 FIFTH AVE NEW YORK, NY 10020</i>
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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
  - Individual—State his nationality \_\_\_\_\_
  - Committee
  - Voluntary group
  - Other (specify) \_\_\_\_\_

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.

*NOT APPLICABLE*

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

*THEY ARE OWNED BY THE GOVERNMENT, PRIVATE  
SECTOR AND CONTRIBUTING ASSOCIATIONS, SOME OF WHICH  
ARE NOT ANNOUNCED PUBLICLY*

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 PRINCIPAL IS OWNED, FINANCED, CONTROLLED AND SUBSIDIZED BY BOTH THE FOREIGN GOVERNMENT OF SWITZERLAND AND ALSO PRIVATE SECTORS IN THAT COUNTRY

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
2/18/88	MICHAEL NEELMAN - SERVICE COORDINATOR	Michael Neelman

RELEASE FOR THE SWISS NATIONAL TOURIST OFFICE

## World's Most Spectacular Sights

### Summer In The Swiss Alps

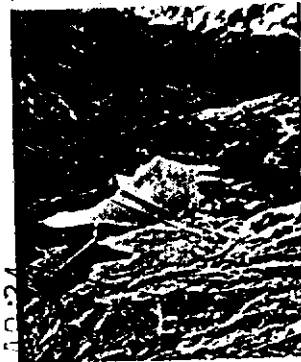
"The palaces of nature." That's how the poet Lord Byron described the majestic beauty of the world's great mountains many years ago. Today, people from around the world still thrill to the breathtaking sight of a towering snow-capped Swiss mountain peak—especially when viewed from an aerial cable car that's climbing into the frosty mountain air.

Still others enjoy the tranquil beauty of discovering a flower-strewn mountain glade or babbling brook—a discovery made easier when riding aboard the cog-wheel railway to Jungfrauoch, Europe's highest railway station.

This summer is the perfect time to experience the unique beauties of the Swiss Alps, reports the Swiss National Tourist Board. Among the festivities planned for 1988 are several anniversary celebrations—the 100th anniversary of the Bruenig Railway and the first ascent of the famed Eiger North Face, for instance. On the Gemmi Pass above Kandersteg they celebrate the 31st shepherd festival on July 31, and the Swiss Alpine Club will observe its 125th anniversary on October 28th and 30th with festivities scheduled in St. Gallen.

The "mountain summer," commencing when the cows are led up to the summer pastures, will focus on many folk traditions such as Alpine wrestling, yodeling festivals, cheese distribution festivals, costume festivals and Alpine folk festivals.

The Swiss mountains in summer are alive with the sound of music: there will be a national choir meeting in Charmey, a forum for music and movement in Lenk, a meeting of harmonica players in Meiringen, summer concerts in Zermatt, evening music in



Breathtaking views of the Swiss Alps from aboard an aerial cable-car (left) and railway car (right)

Berguen, a rock festival in Leysin, a country music festival in Adelboden and get-togethers of folklore groups and yodelers all over Switzerland.

For the sports minded, there are excellent facilities for summer skiing, hiking, mountaineering, sailing on Alpine lakes, tennis and some of the highest situated golf courses. Sports events include an international walking competition on the Sustenpass on June 12, the international bicycling event "Portes du Soleil" starting June 26, as well as the Swiss Alpine Marathon with participants from all over the world in Davos on July 30th.

The highly efficient Swiss rail and postal bus system makes it easy to travel throughout the alpine regions. For inexpensive, unlimited travel for four, eight, 15 days or a month on railroads, buses, steamers and public transportation in 24 major Swiss cities, there's the Swiss Holiday Card. The card also entitles holders to discounts on transportation to strictly mountain tops.

For travel information on summer in the alps, write to the Swiss National Tourist Office, 608 Fifth Avenue, New York, NY 10020 or call (212) 757-5944.

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 PRECIS SYNDICATE	SWISS NATIONAL TOURIST OFFICE

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: # 1

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

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FEB 19 1988

SEE ATTACHED: # 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 NEWSPAPER REVIEWS 80 NEWSPAPERS ACROSS THE U.S.

Date of Exhibit B	Name and Title	Signature
2/18/88	MICHAEL NEWMAN - SERVICE COORDINATOR	<i>Michael Neelman</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.

## 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 re-  
lease 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 re-  
lease 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 satisfac-  
tion with the results of each release—  
quality, quantity, and speed—or another  
one free.



### North American Precis Syndicate!

New York 201 East 42nd Street, New York, New  
York 10017 (212) 867-9000 Chicago 333 N. Michigan  
Avenue, Chicago, Illinois 60601 (312) 558-1200  
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 week-  
lies, mostly from the upscale areas of major  
markets. Rates include your clippings plus usage  
reports from North American's computers show-  
ing 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—in-  
cluding reproduction of 1,300 TV quality slides  
per release. Also included: usage cards from sta-  
tions, 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.