

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 PRESS SYNDICATE 201 E 42ND ST NEW YORK, NY 10017</i>	2. Registration No. <i>2836</i>
3. Name of foreign principal <i>FRENCH GOVERNMENT TOURIST OFFICE</i>	4. Principal address of foreign principal <i>610 FIFTH AVE NEW YORK, NY 10020</i>

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. *FRENCH GOVERNMENT TOURIST OFFICE*
- b) Name and title of official with whom registrant deals. *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.
- c) Principal aim

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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

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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 GOVT. OF FRANCE AND IS COMPLETELY FINANCED BY THAT GOVERNMENT

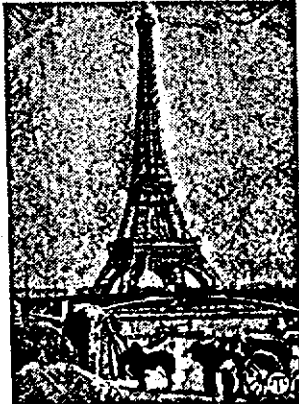
10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

NOT APPLICABLE

Date of Exhibit A	Name and Title	Signature
JAN 17, 1988	MICHAEL NEELAND - SERVICE COORDINATOR	

RELEASE FOR THE FRENCH GOVERNMENT TOURIST OFFICE

Centenary Eiffel Tower Marks Bicentennial Of French Revolution



Eiffel Tower circa 1889

The Eiffel Tower, landmark of Paris and now symbol of France, was built by the celebrated engineer Gustave Eiffel to mark the Centennial of the French Revolution (1789) and to serve as the beacon of the 1889 Paris Universal Exposition.

On January 28, 1887, the foundations of the Eiffel Tower were laid, it was completed March 31, 1889, and dedicated on May 15, 1889.

The Eiffel Tower has been the Bicentennial Celebration of

the French Revolution, with special events slated in January, March, May and September. This year it will host 4.7 million visitors, and is expected to top the 5.1 million mark in 1989.

The Eiffel Tower, 984 feet tall not including its present 67-foot communications antenna, was by far the tallest structure in the world at that time (Woolworth Building 750 feet, Washington Monument 555 feet).

In 1886, the French Government held a design competition and among the nearly 100 submissions the winner was Gustave Eiffel who was at the zenith of his career having just completed the structure armature which permitted his compatriot Auguste Bartholdi to create the Statue of Liberty.

The Eiffel Tower is an innovative structure made of iron rather than cast-iron, prefabricated components, and a remarkable hydrolic elevator. It comprises 15,000 different kinds of parts and more than 2,500,000 rivets. While it took

two years to build, it also requires two years to paint.

Today, the Eiffel Tower boasts two restaurants, a museum, and a 166-seat theatre. Now, there are four elevators serving the first two floors, and then a bank of four high-speed elevators (1983) continue to the observation platform. The antenna for TV and



Eiffel Tower Today

city emergency services links with Satellite Telecom I.

For free Bicentennial brochures write: French Government Tourist Office, Dept. B., Box 2658, Lake Ronkonkoma, N.Y. 11779.

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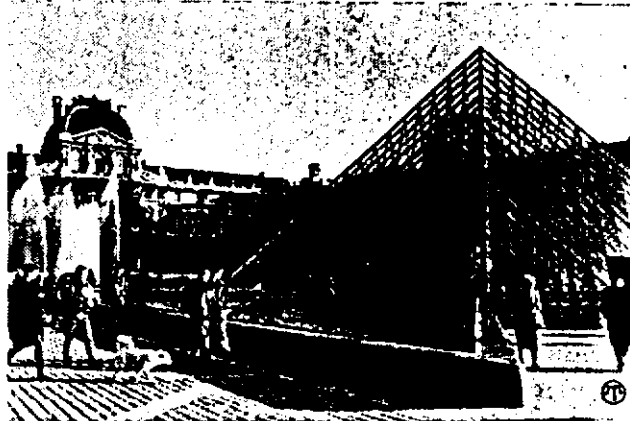
Louvre Museum Joins New Faces Of Paris

For the past decade, Paris has been working on nine major projects, expanding the architectural and cultural precedents established by the Georges Pompidou Center. The city has always nurtured new ideas, creativity, and looked to the future. 1989 brings to a close a decade of construction.

Recently, one of the most famous projects was inaugurated: the glass pyramid and new courtyard of the Louvre. The Louvre, originally the King's Palace, became a museum at the time of the French Revolution, in 1793, and it is fitting that its new face should be completed just as the Revolution itself is celebrated. The opening of the entry interior is scheduled for early 1989.

The glass and metal pyramid designed by American architect I.M. Pei, in association with French architects Georges Duval and Michel Macary, will house the welcome center, the principal entry to the museum, an auditorium, the museum shop and smaller rendezvous areas.

Internally, the museum is changing as well: galleries are being reorganized and ex-



The Louvre Museum with its facades by Francis I and Louis XIII contrast with the new crystal pyramid entry by the celebrated architect I.M. Pei. The view juxtaposes the old and new faces of Paris. The new pyramid will be the entry of the Louvre Museum and house new services and exhibit spaces.

tended. When all the renovations will be finished, 5,000 paintings will be on exhibit. Currently there are 3,500 on display.

The Louvre is located at 36, Quai du Louvre, 75001 Paris. It is open every day except Tuesday, 9:45 a.m. to 6:30 p.m.

Other new monuments to be inaugurated in 1989, to mark the Bicentennial of the French Revolution are: The

Grand Arch of La Défense and the Bastille Opéra House. Already completed are the Orsay Museum, the Picasso Museum and the La Villette Park and Science Center, in northeast Paris.

For free information on the new face of Paris and the Bicentennial Celebration of the French Revolution write: French Government Tourist Office, Dept. B., Box 2658, Lake Ronkonkoma, N.Y. 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 PAPER 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: # 1

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

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

SEE ATTACHED: #1-2

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

JAN 17, 1989

Name and Title

MICHAEL NEUMAN - SERVICE COORDINATOR

Signature

Michael Neuman

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.

①

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.

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



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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.

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