

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  Committee

Corporation  Voluntary group

Association  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.

*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

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
4/11/89	MICHAEL NEELMAN - SERVICE COORDINATOR	

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.

SEE ATTACHED: # 2

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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: # 2

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 ACROSS THE UNITED STATES

Date of Exhibit B	Name and Title	Signature
4/11/89	MICHAEL NEULMANN - SERVICE COORDINATOR	<i>Michael Neumann</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.

# 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.

## GUARANTEE

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



**North American Precise Syndicate, Inc.**  
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 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.

# World's Most Spectacular Sights

## Have The Time Of Your Life In The Swiss Cities

In 1291, the Swiss Confederation was founded in the countryside—the country around Lake Lucerne to be precise. This country was soon joined by nearby towns including Lucerne, Zug, and Zurich who made their influence known. The Swiss state will be 700 years old in 1991, and leading up to that happy event, the Swiss National Tourist Office is focusing on the many different features which form Switzerland as we know it today.

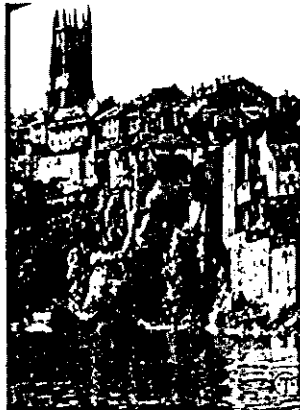
A typical Swiss town is something special. It is old, very old. In fact, some date back 2,000 years. Some towns have entire rows of houses dating back to the Middle Ages. These cities, evolved into the spiritual, cultural, political, and commercial centers on which the prosperity of the country is based.

In the heart of Europe, very much a part of the famed landscape surrounding it, the typical Swiss town lies embedded in nature, at the foot of a mountain or the bank of a river, in a country where safety, quality and cleanliness are a way of life. Swiss cities are never far from a major airport and they are connected with a very efficient system of transportation.

Every Swiss city has a lively old town with historical buildings, statues, fountains and churches. Outdoor cafes, stores, markets, and theater performances add vitality to the downtown areas. But most of all, in the typical Swiss town you meet the Swiss people—friendly, outgoing, and almost everybody speaks English. In former times, new guests to a hotel were invited to the *Table d'hote* on the evening of their arrival in



High on a hill in Basel, Switzerland stands a red sandstone Minster. Its colorful roof and elegant towers dominate the Old Town and the Rhine River.



Gothic houses and the Cathedral of St. Nicholas descend to the Sarine river in Fribourg.



In Multergasse, St. Gall is free of traffic and a good place to start strolling through the old city.

town. The host introduced the guests to each other and also commented on the dishes offered. Swiss hospitality encouraged the locals and guests to get to know one another at the beginning of their stay and no longer feel like strangers.

Unfortunately, this custom has almost disappeared, but the Swiss National Tourist Office has taken a new initiative, and will send on tour throughout Switzerland an oversized, richly appointed

table, to be set in the central square of many Swiss towns. In the square—all around the huge *table d'hote*—smaller tables and benches will be set up where hosts and guests can meet, talk, eat and drink together. The *table d'hote* will travel from April 1 to October 1, 1989, and the guests being hosted in the town squares throughout Switzerland will be added up at the end of the tour, making the symbolic table the biggest *table d'hote* ever.

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