

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 PRELUIS 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
  - 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.

*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

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 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 GROUPS IN THE PRIVATE SECTOR

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
FEB 13, 1990	MICHAEL NEELMAN - SERVICE COORDINATOR	Michael Neelman

RELEASE FOR THE SWISS NATIONAL TOURIST OFFICE

## World's Most Spectacular Sights

When you think winter and Switzerland, the first thing that comes to most minds is skiing. Indeed, skiing is of world-class stature in this small Alpine country. However, Switzerland also offers many possibilities to non-skiers.

An excellent reason to go to Switzerland in winter are the many colorful festivals. Take the "Zibelemaerit," for instance, which translates to "Onion Market." On the fourth Monday in November the old town is transformed into a huge market selling mostly onion plaits but also handicrafts and other typical products of Switzerland. Jesters, people dressed as onions and confetti battles result in a carnival-like atmosphere into the wee morning hours. This onion market is all that's left over from a 14-day celebration dating back as far as the 15th century, when most of the city was destroyed by fire. The farmers who then helped clean up and rebuild the city after the disaster in return gained the right to sell their produce in the city.

Another yearly custom is the re-enactment of the battle against the Duke of Savoy in Geneva in 1602, popularly known as the "Escalade." Usually held on the second week-end in December, it sports children in Halloween-like costumes roaming the bistros of the Old Town looking for treats, while members



of the "Company of 1602" in period costumes patrol the event on horse-back. Demonstrations of weapons used during this battle nearly 500 years ago are held all over the city and fifes and drums create the acoustic backdrop for this visual delight. On Sunday, a torch-light parade completes the event. A delectable addition is the culinary souvenir called "marmite": a small pot made of chocolate filled with marzipan vegetables, an exact replica of the cauldron a woman supposedly poured over the city walls, scalding the Savoyan army about to scale the wall.

If you happen to be in Eastern Switzerland on either December 31st or January 13th be sure to go to Urnaesch, where the "Silvesterklause," a 200-year-old New Year's Eve tradition takes place. It consists of men dressing up in robes and masks. The "ugly ones" wear natural disguises made of pine branches and moss and wear "frighten" masks; the "beautiful ones" wear elaborate headdresses and costumes. Thus adorned they go from house to house, singing and ringing cow bells, wishing passers-by a good and prosperous year.



Roitschaggata: judging by the masks you could be anywhere but in sedate Switzerland! But no, this is the somewhat remote Loetschen Valley in the Valais region of Switzerland where the "Roitschaggata" is held on Dirty Thursday before Shrove Tuesday. Young men disguised with scary wooden masks garnished with teeth and hides and wearing skins and burlap sacks "frighten" everyone. This tradition goes back to ancient times when evil spirits were thought to inhabit chimneys and they had to be chased away.

So chase away those winter blues and come and share these exciting and exotic customs with the Swiss! You'll find a lot more to smile at than these.

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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

*NORTH AMERICAN PRECIS SYNDICATE*

Name of Foreign Principal

*SWISS NATIONAL 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.

*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?  
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

FEB 13, 1990

Name and Title

MICHAEL NEZUMI - SERVICE COMMANDER

Signature

Michael Nezumi

<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.

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## Results and Costs

### NEWSPAPERS

100 to 400 placements per release  
 one column width \$2,200  
 two column width \$2,800  
 three column width \$3,400

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 \$2,850  
 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: \$2,550. 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 \$6,500  
 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.