

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

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 EAST 42nd Street NEW YORK, NY 10017</i>	2. Registration No. <i>2836</i>
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>

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 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. The purpose is to promote Swiss tourism.

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
Jan 20, 1992	Michael Neelman - Service Coordinator	Michael Neelman

Release for The Swiss National Tourist Office

World's Most Spectacular Sights

Switzerland: Cultureland

Spectacular mountains, lush valleys, shimmering lakes, high meadows aflame with flowers, quaint mountain villages: You'll find them all in one place—beautiful Switzerland. Yet Switzerland is much more than stunning scenery—its cultural landscape is just as spectacular.

Located at the crossroads of Europe, Switzerland is a place where different cultures have met and left their marks to last to this day. At virtually every bend and turn, historic sites invite the visitor to linger and cultural activities beckon: a Roman amphitheater, a church with a perfect Romanesque ceiling, a Baroque monastery, an Alpine gala concert, an open-air rock festival, a local heritage museum, castles, mansions and country estates.

There are over 2,000 castles and fortresses in Switzerland, an astonishing number for a country that small. Most of these strongholds bear testimony to the centuries when the Swiss had to defend their country against foreign rule and to protect their vital Alpine passageways. Others are reminders of the feudal lives of the privileged few.



Two of the more than 2,000 stunning castles of Switzerland: Tarasp (left); Castle Altenklingen in Northeast Switzerland, an ancestral castle until 1586 (right).

Some of these castles and mansions are still in private hands today, but many belong to foundations, institutions or the Swiss state. They house museums, restaurants, hotels, youth hostels, educational facilities, art galleries, local administrations, even the police. Swiss castles offer enchanting architecture and ambiance as well as scenic surroundings. They lend themselves to receptions in grand style, performances and exhibits.

In 1992, The Swiss National Tourist Office plans to offer a Castle Pass, a listing of castles open to the public, of those housing museums or special events, suggestions for hikes from



The fortress-like Romanesque-early Gothic St. Catherine's Church in Sion, now a museum.

castle to castle and haunted castle trips. Available now is a list of hotels and restaurants in historical buildings. For a free copy, write to the Swiss National Tourist Office, 608 Fifth Avenue, New York, NY 10020.

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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 triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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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 three 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 three 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 the 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	Name and Title	Signature
Jan. 20, 1992	Michael Neeman - Service Coordinator	

*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 \$2,300

two column width \$2,900

three column width \$3,500

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 \$2,950

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: \$2,650. 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 3,000 radio stations, plus usage cards from stations, plus computer printouts with audience data. You create 200+ placements per release.