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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 <b>Saatchi &amp; Saatchi Advertising, Inc. 375 Hudson Street, New York, New York 10014-3620</b>	2. Registration No. <b>3605</b>
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3. Name of foreign principal <b>Cozumel Trust</b>	4. Principal address of foreign principal <b>Ave Insurgentes Sur 800 Mexico, DF 03100</b>
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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. - **Government of Isle of Cozumel**
- b) Name and title of official with whom registrant deals. - **Enrique Del Val (Director General)**

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

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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

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.)

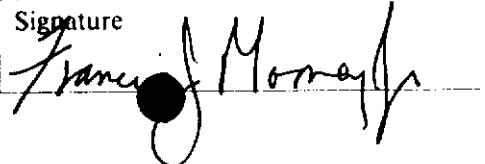
The purpose of the trust was established as the creation of an autonomous fund to be administered by the government to permit coverage of the expenses deriving from contracting with all of the advertising media in other countries, to support the promotion and advertising of Cozumel abroad.

In order to carry out the purposes of the trust, it is necessary to contract the services of someone who can supervise the tourist promotion and advertising materials, representing the trust beyond the national borders of Mexico.

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.

Date of Exhibit A  
February 14, 1990

Name and Title  
Francis J. Mooney, Jr.  
Executive Vice President  
Director of Business &  
Legal Affairs

Signature  


**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
Saatchi & Saatchi Advertising, Inc. Registration No.: 3605	Cozumel Trust

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.

Exhibits 24 and 26 contain 6 radio commercials produced on 9/11/89 and aired in the New Orleans, Louisiana area. This has been the only work performed to date. Annual budget is estimated at \$1,000,000.00.

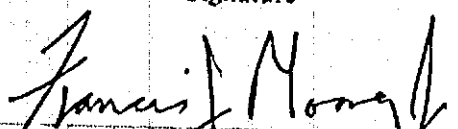
- Describe fully the nature and method of performance of the above indicated agreement or understanding.
  - Study client's products and/or services.
  - Analyze present and potential markets.
  - Employ, on client's behalf, our knowledge of the factors of distribution and sales and their methods of operation.
  - Employ, on client's behalf, our knowledge of the available media and means which can profitably be used to advertise client's products and/or services.
  - Acting on the study, analysis and knowledge described above, formulate and recommend definite plans.
  - In the execution of these plans, when approved by the client, we do the following:
    - Write, design, illustrate or otherwise prepare advertisements for print, radio, television or other appropriate forms of client's message and pre-test the executions if we feel it necessary.

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

- (b) Contract, in our name, for space, broadcasting or other means to be used for client's advertising endeavoring to secure the most advantageous rates available.
- (c) Properly incorporate the message in mechanical or other form and forward it with proper instructions for the fulfillment of the contract.
- (d) Check and verify insertions, displays, broadcasts, telecasts or other means used, to such a degree as is usually performed by agencies and is regarded as good practice.
- (e) Audit and pay invoices for space, broadcasting, production and services.
- (f) Screen and select all talent to be used in all forms of media.

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.

Date of Exhibit B February 14, 1990	Name and Title Francis J. Mooney, Jr. Executive Vice President Director of Business & Legal Affairs	Signature 
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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, result 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.