

For Six Month Period Ending 6/30/07
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

DENTSU AMERICA, INC.

(b) Registration No.

5116

(c) Business Address(es) of Registrant

666 5TH AVE, NEW YORK, N.Y. 10103

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- | | | |
|-----------------------|------------------------------|-----------------------------|
| (1) Residence address | Yes ☐ | No ☐ |
| (2) Citizenship | Yes ☐ | No ☐ |
| (3) Occupation | Yes ☐ | No ☐ |
- (b) If an organization:
- | | | |
|--------------------------|---|--|
| (1) Name | Yes ☐ | No ☒ |
| (2) Ownership or control | Yes ☐ | No ☒ |
| (3) Branch offices | Yes ☒ | No ☐ |

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

WE EXPANDED OUR LA OFFICE AND CLOSED OUR CHICAGO OFFICE.

2007 AUG -77 PM 3:11
CRM/CES/REGISTRATION UNIT

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☒

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date connection ended
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- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☒

If yes, identify each such person and describe his service.

- (b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or connection	Date terminated
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- (c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A ³	Yes ☐	No ☐
Exhibit B ⁴	Yes ☐	No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☐ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☐

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☐

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any 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.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶

Date	From whom	Purpose	Amount
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Please see full detail attached

\$794,913.92
Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
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Please see attached for full detail.

\$ 120,057.33
 Total

(b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
------	--------------------------	--------------------------------	-------------------

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials ¹²?
 Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- | | | | |
|---|---|--|---|
| ☐ Radio or TV broadcasts | ☐ Magazine or newspaper articles | ☐ Motion picture films | ☐ Letters or telegrams |
| ☒ Advertising campaigns | ☐ Press releases | ☐ Pamphlets or other publications | ☐ Lectures or speeches |
| ☐ Internet | ☐ Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|--|---|---|
| ☐ Public Officials | ☒ Newspapers | ☐ Libraries |
| ☐ Legislators | ☐ Editors | ☐ Educational institutions |
| ☐ Government agencies | ☐ Civic groups or associations | ☐ Nationality groups |
| ☐ Other (specify) _____ | | |

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

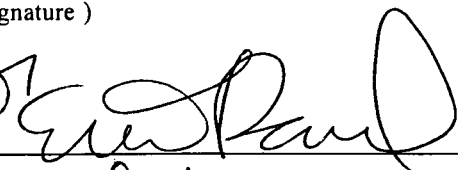
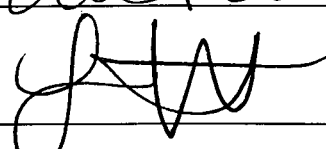
23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☒ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

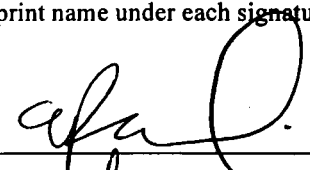
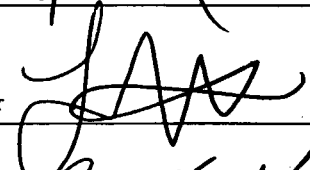
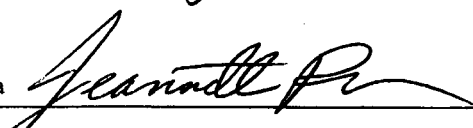
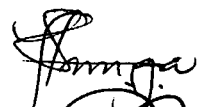
(Date of signature)

7/27/07 7/27/07 7/27/07 

7/27/07

7/27/07

7/27/07

(Type or print name under each signature¹³)Eric Rand Laura Mazur Ean Shearer Jeannette Rosa Ebie Langa PRIMO LAMPA 

¹³ This statement shall be signed by the individual agent, if the registrant is an individual or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

DENTSU AMERICA, INC.
GOVERNMENT OF INDIA
CASH RECEIPTS - 1/1/07 - 6/30/07

CHECK NUMBER	PUT DATE	CHECK DATE	INVOICE #	PURPOSE	AMOUNT
5657	17 JAN	07 16 JAN 07	618471	MEDIA	15,000.00
5658	17 JAN	07 16 JAN 07	618471	MEDIA	4,740.05
5659	17 JAN	07 16 JAN 07	618472	MEDIA	15,000.00
5660	17 JAN	07 16 JAN 07	618472	MEDIA	15,000.00
5661	17 JAN	07 16 JAN 07	618472	MEDIA	8,433.20
5662	17 JAN	07 16 JAN 07	618473	MEDIA	15,000.00
5663	17 JAN	07 16 JAN 07	618473	MEDIA	15,000.00
5664	17 JAN	07 16 JAN 07	618473	MEDIA	12,275.00
5665	17 JAN	07 16 JAN 07	618476	MEDIA	15,000.00
5666	17 JAN	07 16 JAN 07	618476	MEDIA	15,000.00
5667	17 JAN	07 16 JAN 07	618476	MEDIA	15,000.00
5668	17 JAN	07 16 JAN 07	618476	MEDIA	2,965.50
5669	17 JAN	07 16 JAN 07	618526	MEDIA	15,000.00
5670	17 JAN	07 16 JAN 07	618526	MEDIA	15,000.00
5671	17 JAN	07 16 JAN 07	618526	MEDIA	5,910.00
5672	17 JAN	07 16 JAN 07	618527	MEDIA	15,000.00
5673	17 JAN	07 16 JAN 07	618527	MEDIA	15,000.00
5674	17 JAN	07 16 JAN 07	618527	MEDIA	13,418.80
5816	19 APR	07 30 MAR 07	618531	MEDIA	7,932.50
			618642	MEDIA	7,932.50
5817	19 APR	07 30 MAR 07	618528	MEDIA	12,350.00
5818	19 APR	07 30 MAR 07	618477	MEDIA	6,783.00
			618530	MEDIA	6,783.00
5892	21 MAY	07 21 MAY 07	617805	MEDIA	-119.22
			617806	MEDIA	-119.22
			301357OA	MEDIA	1,094.48
			446700	PRODUCTION	913.5
			618529	MEDIA	25,957.80
			618536	MEDIA	18,810.00
			618537	MEDIA	38,433.20
			618538	MEDIA	12,350.00
			618539	MEDIA	33,749.90
			618604	MEDIA	-8,856.38
5917	7 JUN	06 JUN 07	618540	MEDIA	8,597.50
			618541	MEDIA	47,965.50
			618640	MEDIA	6,184.50
			618641	MEDIA	43,418.80
11765	23 JAN	18 JAN 07	618910	MEDIA	10,000.00
11766	23 JAN	18 JAN 07	618910	MEDIA	10,000.00
11767	23 JAN	18 JAN 07	618903	MEDIA	10,000.00
11768	23 JAN	18 JAN 07	618903	MEDIA	10,000.00
11769	23 JAN	18 JAN 07	618903	MEDIA	4,200.00
11782	15 FEB	29 JAN 07	618903	MEDIA	10,000.00
11783	15 FEB	29 JAN 07	618904	MEDIA	10,000.00

11784	15 FEB	29 JAN 07	618904	MEDIA	10,000.00
11785	15 FEB	29 JAN 07	618904	MEDIA	4,200.00
11786	15 FEB	29 JAN 07	618966	MEDIA	5,309.41
11787	15 FEB	29 JAN 07	618911	MEDIA	9,407.09
11798	15 FEB	29 JAN 07	618904	MEDIA	10,000.00
11817	15 MAR	13 MAR 07	618969	MEDIA	5,309.41
11818	15 MAR	13 MAR 07	618968	MEDIA	9,689.31
11839	17 APR	12 APR 07	618910	MEDIA	4,255.40
			619042	MEDIA	4,280.37
11840	17 APR	12 APR 07	447937	PRODUCTION	3,511.75
11842	17 APR	12 APR 07	447936	PRODUCTION	3,370.17
11843	17 APR	12 APR 07	447938	PRODUCTION	1,814.50
					633,251.32

INDIA TOURISM - TORONTO

59	4-Jan	27 DEC 06	350002	PRODUCTION	1,663.74
60	4-Jan	27 DEC 06	500022	MEDIA	8,080.29
61	4-Jan	27 DEC 06	500022	MEDIA	4,282.56
62	4-Jan	27 DEC 06	500046	MEDIA	2,544.48
63	4-Jan	27 DEC 06	500048	MEDIA	6,132.94
64	4-Jan	27 DEC 06	500048	MEDIA	3,062.43
65	4-Jan	27 DEC 06	500045	MEDIA	11,280.09
66	4-Jan	27 DEC 06	500047	MEDIA	2,977.59
67	4-Jan	28 DEC 06	350003	PRODUCTION	4,280.37
68	4-Jan	28 DEC 06	500037	MEDIA	8,505.57
69	4-Jan	28 DEC 06	500037	MEDIA	1,594.79
70	4-Jan	28 DEC 06	500038	MEDIA	7,306.36
71	4-Jan	28 DEC 06	500039	MEDIA	8,505.57
72	4-Jan	28 DEC 06	500039	MEDIA	1,423.49
73	4-Jan	28 DEC 06	500040	MEDIA	8,505.57
74	4-Jan	28 DEC 06	500040	MEDIA	8,505.57
75	4-Jan	28 DEC 06	500040	MEDIA	3,574.21
76	4-Jan	28 DEC 06	500041	MEDIA	8,325.56
77	4-Jan	28 DEC 06	500042	MEDIA	2,544.48
122	23-Mar	14 MAR 07	350004	PRODUCTION	3,693.93
131	6-Apr	27 MAR 07	350005	PRODUCTION	3,591.88
132	6-Apr	27 MAR 07	500052	MEDIA	2,634.09
133	6-Apr	27 MAR 07	500053	MEDIA	3,273.18
134	6-Apr	27 MAR 07	500054	MEDIA	8,181.82
135	6-Apr	27 MAR 07	500054	MEDIA	3,282.95
136	6-Apr	27 MAR 07	500055	MEDIA	9,090.91
137	6-Apr	27 MAR 07	500055	MEDIA	7,662.35
138	6-Apr	27 MAR 07	500056	MEDIA	9,029.37
139	6-Apr	27 MAR 07	500057	MEDIA	8,126.44

SUB-TOTAL 161,662.60

GRAND TOTAL 794,913.92

EXPENDITURE BY VENDOR
INDIA TOURISM
For Periods 01/01/07 - 06/30/07

07/25/07 Page no. 1
DENTSU AMERICA, INC.
* Multiple Allocations

Name	Invoice #	Inv Date	Invoice Amount	Paid Amount
COLOR BY PERGAMENT				
	*77080	12/18/2006	565.00	565.00
	*77090	12/19/2006	427.04	427.04
	*77091	12/19/2006	502.04	502.04
	*77171	12/19/2006	380.00	380.00
	*78009	1/9/2007	810.00	810.00
	*78123	1/11/2007	432.76	432.76
	*79281	1/11/2007	525.00	525.00
	79576	2/9/2007	315.00	315.00
			3,956.84	3,956.84
DENVER POST				
	012507*1	1/25/2007		
	461282001*1	12/31/2006		
	473261001*1	12/31/2006	25,532.00	25,532.00
	473261002*1	12/31/2006		
			25,532.00	25,532.00
DHL EXPRESS				
	*A5651833	12/26/2006	15.78	15.78
			15.78	15.78
LUXURY TRAVEL ADVISOR				
	3378*1	1/17/2007	4,750.52	4,750.52
	4678*1	2/7/2007	4,750.52	4,750.52
			9,501.04	9,501.04
MEN'S JOURNAL				
	72633*1	12/26/2006	30,600.00	30,600.00
SEATTLE TIMES POST				
	890455001*1	1/28/2007	8,669.38	8,669.38
	J7289773401	12/3/2006	8,416.87	8,416.87
	J731335201*	12/31/2006	8,416.87	8,416.87
			25,503.12	25,503.12
STUDIO DENTSU				
	*A9107	1/5/2007	3,985.00	3,985.00
	*A9108	1/5/2007	883.00	883.00
	*A9160	2/1/2007	6,062.50	6,062.50
	*A9161	2/1/2007	5,575.00	5,575.00
			16,505.50	16,505.50
TRAVEL WEEKLY				
	TW233560-01	12/25/2006	8,443.05	8,443.05
GRAND TOTAL			120,057.33	120,057.33

a monument to love, an ode in white.
a caravan of colours, bathed in light.
a river of passion, a timeless tide.
the colours of india, an incredible sight.

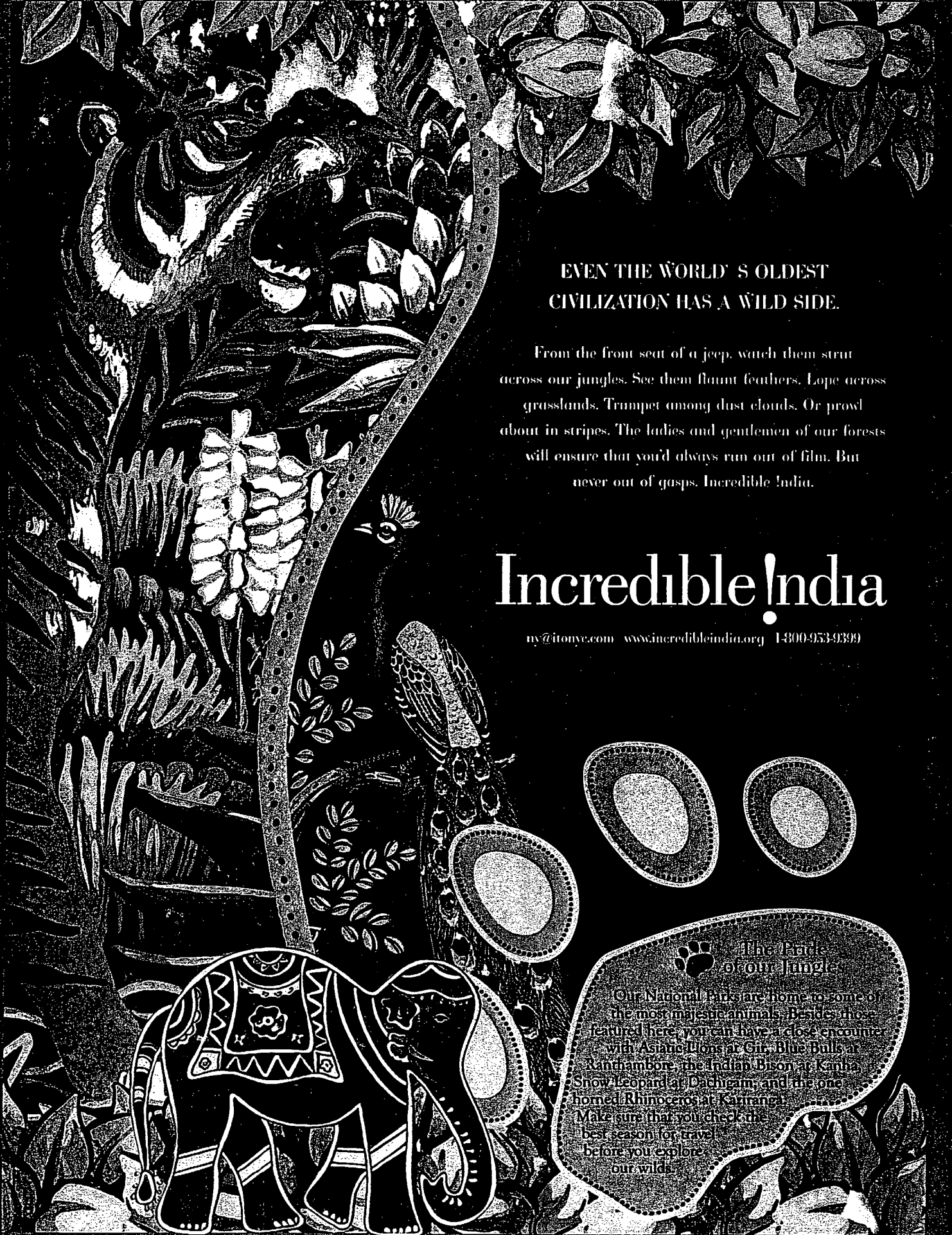
Incredible india



ny@itony.com www.incredibleindia.org 1-800-953-9399

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JOB No: 28141A	Title: Taj Mahal
Client: India Tourism	Publication: Condé Nast, Natural History, Smithsonian, Travel & Leisure, Travel Agent
Color: 4/C	Issue: NA
Size: NA	Screen:
Bleed: 8 3/4" x 11 1/4"	
Trim: 8 1/8" x 10 7/8"	
Live: 7" x 10"	



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From the front seat of a jeep, watch them strut
across our jungles. See them flaunt feathers. Lope across
grasslands. Trumpet among dust clouds. Or prowl
about in stripes. The ladies and gentlemen of our forests
will ensure that you'd always run out of film. But
never out of gasps. Incredible India.

Incredible! India

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The Pride of our Jungle

Our National Parks are home to some of
the most majestic animals. Besides those
featured here, you can have a close encounter
with Asiatic Lions at Gir, Blue Bulls at
Ranthambore, the Indian Bison at Kanha,
Snow Leopard at Dachigam, and the one-
horned Rhinoceros at Kaziranga.
Make sure that you check the
best season for travel
before you explore
our wilds.



There's a festival
every day.

There's a fair
every second.



No land celebrates life like India. With festivals like Holi, and fairs like Pushkar. Come drench yourself in the days and moments that glorify harvests, seasons, triumphs, joys, sorrows, battles, Gods and kings. This is the land with 365 days of sound and 360 degrees of color. Incredible India.

Incredible India

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The Kaleidoscope of
our Festivals and Fairs

Here are some of the other
colourful festivals that'll
delight your senses. The desert
festival of Jaisalmer.
Lohri of the bonfire festival of
Punjab. Onam of Kerala
that celebrates the fresh harvest.
Taj Mahotsav in Agra.
Dussehra that rejoices the victory
of good over the evil.
The festival of elephants in Jaipur.
And the festival of lights
of Diwali. Before you soak up all
the magic, check with
your travel agent for exact dates.