

OMB NO. 1124-0006; Expires February 28, 2014

U.S. Department of Justice
Washington, DC 20530**Exhibit A to Registration Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended**

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials 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, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

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, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name and Address of Registrant Fleishman-Hillard Inc. 200 N. Broadway St. Louis, MO 63102	2. Registration No. 5801
3. Name of Foreign Principal The Embassy of Singapore	4. Principal Address of Foreign Principal 3501 International Place, NW Washington, D.C. 20008

5. Indicate whether your foreign principal is one of the following:

- Foreign government
 Foreign political party
 Foreign or domestic organization: If either, check one of the following:
 Partnership
 Corporation
 Association
 Individual-State nationality
 Committee
 Voluntary group
 Other (*specify*) _____

6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant
Ministry of Foreign Affairs, Republic of Singapore
- b) Name and title of official with whom registrant deals
Ashok Kumar Mirpuri, Ambassador; Jerome Lee, 1st Secretary and Communications Counsel

7. If the foreign principal is a foreign political party, state:

- a) Principal address
Not applicable.
- 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.
Not applicable.

b) Is this foreign principal:

- Supervised by a foreign government, foreign political party, or other foreign principal Yes No
- 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 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 must be used.)

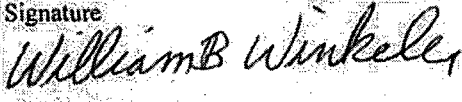
Not applicable.

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.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A	Name and Title	Signature
Mar 11, 2013	William B. Winkeler Sr. Vice President, Sr. Partner & Corporate Controller	

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U.S. Department of Justice
Washington, DC 20530**Exhibit B to Registration Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended**

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. Compliance is accomplished by filing an electronic Exhibit B form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials 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, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(e) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 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, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant Fleishman-Hillard Inc.	2. Registration No. 5801
3. Name of Foreign Principal The Embassy of Singapore	

Check Appropriate Box:

4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence. *
6. 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 expenses, if any, to be received.
7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Fleishman-Hillard Inc. will provide public relations and communications services on behalf of its client, the Singapore Embassy in the United States. The services to be provided may include message development, media monitoring and analysis, counsel regarding media outreach opportunities and regarding social media channels, creative and video production work, media interviews, drafting articles and speeches on behalf of the foreign principal and other public relations services agreed upon by the Parties.

* A copy of the proposed scope of work is attached to this registration. Although it is anticipated that a formal contract with the foreign principal will be put in place, a formal contract between the Parties has not yet been signed. Upon finalization of a formal contract with the foreign principal, the registrant will update its filing to include a copy of such contract.

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

As stated above, Registrant's services to the foreign principal will include public relations and communications counseling on behalf of the foreign principal. Such services may include message development, media monitoring and analysis (including of breaking news), counsel regarding media outreach opportunities and regarding social media channels, creative and video production work, media interviews, drafting articles and speeches on behalf of the foreign principal and other public relations services agreed upon by the Parties.


9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? 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.

* See response to Item 8 above. Registrant's role will be to advise the Foreign Principal with respect to messaging, media outreach, and social media channels. Such activities may include advising the Foreign Principal with regards to messaging and outreach related to international policies and commerce. The Foreign Principal may or may not use Registrant's advice for political activity purposes, as defined in Section 1(o) of the Act, as referenced below. Should the Registrant's activities change to involve direct political activity as defined below, Registrant will update its FARA filings.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
Mar 11, 2013	William B. Winkeler Sr. Vice President, Sr. Partner & Corporate Controller	

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which 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.

Scope of Work

- **Message Development.** One initial discussion with the Embassy about messages, followed by the drafting of potential messages and three iterations of revisions. We will be able to provide, as needed, amendments to the messaging each month as needed based on new developments.
- **Regular Media Monitoring and Analysis.** Each weekday (Monday through Friday) we will provide the Embassy with a roundup of all coverage relevant to Singapore that appears in North American mainstream media outlets (mostly major print, wire service, and broadcast media available via standard databases such as LexisNexis or Factiva). The RFP asked specifically for a comprehensive list of media to monitor; we will be sure to follow each of those outlets, as well as others we feel will help round out the coverage on any given day. They will include a short summary of each article, a link to the original online source of the article, and a short evaluation of its tone: neutral if it is a dispassionate reporting of facts, or negative or positive when commentary by the author about Singapore expresses any opinion at all.
- **Management of "As It Happens" Breaking News Alerts.** FH will manage the alerts of breaking news stories from a tool called Radian6. In order to use the Radian6 tool, there will be an additional monthly fee to the Embassy of \$750 per month for a single topic profile and user seat. This is a special discount rate that we can extend to the Embassy because of our existing relationship with Radian6. A topic profile can have an unlimited number of metrics graphs, keywords and queries, volume of posts, and alert recipients.
- **Quarterly Media Analysis.** Also, as you requested, FH will supply the Embassy with a quarterly analysis of the media coverage during that period. We can customize the analysis to fit the Embassy's specific needs, but our reports will likely include (though not necessarily be limited to):
 - A running total of the volume of coverage about Singapore, and the tone of the coverage (percentage of neutral, positive, and negative — each quarter and overtime)
 - The share of media types that have covered Singapore (e.g., news wire services, broadcast, newspapers, etc.)
 - The topics of primary discussion in the coverage
 - The most prominent Singaporean voices that appear in the coverage
 - An overall summary of the nature and drivers of the coverage
 - Recommendations about actions the Embassy might take to influence the future coverage
- **Counsel for Proactive and Rapid-Response Media Outreach.** FH will provide up to an average of two proactive media opportunities for the Embassy per month and be on continuous call to counsel the Embassy about responses to any current or expected coverage of relevance to Singapore.
- **Counsel on Social Media.** Fleishman-Hillard will be available to the Embassy to provide advice and insights on best practices that can enhance your social media program. This core program does not include FH's direct management of the Embassy's social media channels or the development of any content for them, though we are able to provide such services for additional fees should the Embassy request.

- **Preparation of Embassy spokespeople.** FH will conduct an average of one media interview session per month as needed.
- **Drafting of articles for publication, as well as speeches for delivery.** FH will be available to draft an average of one article or speech per month for the Embassy's review and use. FH will use its best efforts to solicit news organizations to place these and other articles from the Embassy.

Budget and Period of Performance

- The initial contract period of performance will be two years, with an option to extend for one additional year. The retainer of \$17,500 per month is guaranteed not to increase, for the above scope of work, during the first three years.