

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 W2 Group, Inc. 404 Wyman Street, Suite 375 Waltham, MA 02451	2. Registration No. <div style="font-size: 2em; text-align: center;">6055</div>
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3. Name of Foreign Principal The General People's Committee of Libya	4. Principal Address of Foreign Principal P.O. Box 4581 Tripoli, Libya
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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:
 

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input type="checkbox"/> Association	<input type="checkbox"/> Other ( <i>specify</i> ) _____
- Individual-State nationality \_\_\_\_\_

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

- a) Branch or agency represented by the registrant  
 Ministry of Foreign Affairs and Cooperation
- b) Name and title of official with whom registrant deals  
 Abd Allah al-Sanusi

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

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:

- |   |  |
|---|--|
| Supervised by a foreign government, foreign political party, or other foreign principal         | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Owned by a foreign government, foreign political party, or other foreign principal              | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Directed by a foreign government, foreign political party, or other foreign principal           | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Controlled by a foreign government, foreign political party, or other foreign principal         | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Financed by a foreign government, foreign political party, or other foreign principal           | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Subsidized in part by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> No <input type="checkbox"/> |

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

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.

**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
August 12, 2011	V. Lawrence Weber, Chairman	/s/ V. Lawrence Weber

eSigned

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(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 .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

W2 Group, Inc.

2. Registration No.

6055

3. Name of Foreign Principal

The General People's Committee of Libya

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.

W2 Group, Inc. was engaged by Monitor Company Group LP ("Monitor") to serve as a subcontractor to Monitor on behalf of the foreign principal. The attached proposal from Racepoint, Inc. (a subsidiary of W2 Group, Inc.) called for a project fee and expenses to be paid by Monitor on behalf of the foreign principal.

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

The registrant, through its subsidiary Racepoint Group, Inc., provided public relations and media services to the foreign principal as a subcontractor to Monitor Company Group LP.

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.

The registrant's public relations activities included political activities intended to promote events surrounding the 30th anniversary of the announcement of the People's Authority of Libya.

The registrant is conducting a review of all activities undertaken for the foreign principal and will provide additional details in a forthcoming supplemental statement.

**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
August 12, 2011	V. Lawrence Weber, Chairman	/s/ V. Lawrence Weber eSigned

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.

# RACEPOINT

**To:** Nicolette Calaveros - Monitor Group  
**From:** Racepoint Group  
**Cc:** Megan Kahn - Monitor Group  
**Date:** January 26, 2007  
**Re:** Communications Program Supporting the 30<sup>th</sup> Anniversary of the Announcement of the People's Authority of Libya

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Racepoint Group (RPG) is providing the following proposal for public relations and media outreach efforts in support of events surrounding the 30<sup>th</sup> Anniversary of the Announcement of the People's Authority of Libya. This proposal is made to and through Monitor Group as representatives of the Government of Libya. Racepoint Group would function as a partner of Monitor Group for the purposes of this assignment. This is a 60-day project to commence on February 1 and end on March 31, 2007. It will include pre-event publicity, event publicity and a post-event momentum support component.

### Communications Overview

RPG's assignment is to publicize events leading to and including the 30<sup>th</sup> Anniversary of the People's Authority of Libya, including a planned dialogue on the anniversary and a February 22 visit by Michael Porter. RPG's strategy is to capitalize on these events to drive global awareness and recognition for Libya's accomplishments with the People's Authority of Libya and related democratic initiatives.

Specifically, RPG will leverage the planned debate, scheduled for March 2, 2007, between Moammar Qaddafi (hereafter The "Leader"), English sociologist Anthony Giddens, and U.S. political theorist Benjamin Barber, on the subject of direct democracy and governance reform in Libya, to draw world attention to several important positioning points:

- Libya is an Arab Muslim country engaging in its own form of democracy
- The Leader is an intellectual and philosopher
- The Jamahiriya system is a radical social experiment based on an alternative direct democracy governance model; highlight the economic governance reform process underway in Libya and the Leader's role in this process
- The importance of the 30<sup>th</sup> Anniversary of the Declaration of the People's Authority as a democratic milestone

Additionally, RPG will be responsible for helping to publicize the contents of the late February visit to Libya by Michael Porter. Capitalizing on these opportunities will support a greater overarching goal of promoting Libya's continued economic and governance-related evolution. This will have significant short and long-term perceptual value.

To maximize the opportunity, RPG recommends executing a global media campaign which capitalizes on all forms of media – traditional print, broadcast and online – to reach a broad range of political, intellectual and economic influencers, as well as the citizenry of key global nations. Effectively publicizing Libya's accomplishments on this large scale will be vital to shaping a strong and positive global perception.

Effective execution will work to influence perceptions of Libya and the Leader with international media, and ultimately, the international community; enhance the international image and prestige of the Leader by establishing his willingness to engage in serious intellectual debate before a world audience; and broaden universal understanding of governmental and economic reforms being undertaken in Libya.

From a tactical perspective, we have three goals to accomplish:

- Drive pre-event awareness by merchandizing the event via key influencer media channels (this will likely take the form of securing a handful of interviews with the most prominent media for the Leader. The Leader would use these opportunities to highlight the upcoming dialogue and the accomplishments in Libya vis-à-vis direct democracy)
- Leverage event content for worldwide distribution and awareness with influencer audiences
- Continue post event momentum by effectively amortizing the debate content for widespread distribution to underpin influencer debate

#### Pre-event Publicity

Following is a description of the tactical program elements RPG will execute to support this strategy:

- **Pre-event Print Media Interview:**
  - RPG will proactively pitch a pre-debate print media interview with a reporter from a highly influential international publication
    - This interview will be with The Leader or Mr. Barber or Giddens and will be structured to promote the debate and to highlight the Anniversary
  - A pre-event interview will promote interest in and awareness of the debate, the 30<sup>th</sup> Anniversary and related themes
  - Preferred publication dates would be between February 22 and March 1
  - Preferred print media targets for this opportunity include:
    - International Herald Tribune
    - New York Times

- The Guardian
- Reuters
- The Economist
- Timing to occur approximately 2 weeks prior to the debate
- **Pre-event Digital Dialogue**
  - RPG will seed an ongoing pre-debate dialogue in key influencer channels across the globe. This will consist of:
    - Strategic “leaking” of certain debate topics
    - Briefings by representatives of the Leader or Mr. Giddens or Barber with a small handful of global political bloggers
    - Blog posting by The Leader in a tiny handful of strategic venues
    - Viral distribution of blog postings to global universities to spur debate (in which representatives of The Leader could participate)
    - Strategic postings of the pre-event print interview in global political and economic blogs
    - Re-release of Monitor’s Libya study on key blogs to illustrate events in Libya and promote debate interest
  - This will occur over a 2-3 week span leading up to the debate

The Michael Porter visit will be used as content for pre-event publicity leading to the March 2 debate. Accordingly, contents of blog postings could include discussions from that event. Additionally, the Porter event will be publicized with a press release issued worldwide, as well as a series of print interviews with key media outlets highlighted above in which Mr. Porter discusses the global vision of Libya and the upcoming event.

These programs should have the effect of generating a groundswell of attention prior to the debate.

#### Publicizing the Debate

Following are debate publicity tactics:

- **Debate: Webcast**
  - RPG recommends a live webcast of the debate
  - Posting of the webcast can be done either through a third-party media partner or via an event microsite. The current pre-debate runway does not allow sufficient time to develop and launch a microsite. Accordingly, in addition to our below recommendation of engaging a webcast partner like the BBC, RPG recommends leveraging an existing Libyan government web site as a home for the webcast and that a pre-debate communications initiative include publicizing the site to drive traffic.
  - RPG will work to secure interest from a global media partner to host the webcast via its site
    - For this component, the BBC is the preferred partner for a number of reasons: the ongoing relationship with Sir David Frost, its global

prestige, audience and reach, and its online, radio and television properties

- If the BBC is not a viable option, RPG will approach other global outlets with the opportunity, including CNN, CNBC, Al Jazeera, etc.
- **Debate: TV Broadcast**
  - RPG recommends approaching various global TV outlets with the opportunity to televise all, or segments of, the debate
  - This will further ensure global awareness of the debate and related themes
- **Proactive Media Relations and Press Release**
  - RPG will issue pre-debate press release highlighting the event and the 30<sup>th</sup> Anniversary of the Declaration of the People's Authority
  - RPG will proactively pitch international, traditional print and broadcast, and digital media spanning the globe:
- **Event Microsite**
  - As noted above, converting a portion of a Libyan government web site to an event microsite could be a major benefit. RPG can advise on how to reframe the site so it can serve as the hosting site of the debate webcast if necessary.

At the very least, this site can be used to launch an ongoing post-event digital dialogue to sustain momentum and to function as a knowledge site on new developments in Libya that the Leader feels are deserving of global attention.

This could include:

- Podcast series
- Event out-takes
- Debate transcript
- Blog
- Q & A
- Audience views on the debate
- Monitor

Note: Any development, content and production costs associated with developing and populating this site will be outside the project budget provided below.

#### Post Event Publicity

From March 2, 2007 – March 31, 2007, RPG will be responsible for executing a post event momentum campaign that leverages the debate content for global dissemination. Tactics for this component follow:

- **Broadcast and Print Media Briefings**
  - RPG will secure post-event briefings with key print and broadcast outlets for debate participants
  - RPG will push content of debate to key media outlets for post-debate panel discussions (carefully controlled set of targets)



- RPG will distribute transcripts of debate worldwide
- **Digital Content Distribution**
  - RPG will post content of debate on strategic political and economic blogs in certain key global geographies
  - RPG will monitor blogs for post-debate discussion and provide recommended "snap" postings to respond (either direct response from The Leader or one of his representatives)
  - Edited digital highlights version of debate to be sent to reporters post-debate (if BBC is webcast partner, RPG will work to negotiate deal where BBC manages editing process; should RPG ultimately be contracted to manage editing, such costs will be billed as out-of-pocket in excess of project fee outlined below)
- **College, Government and University Publicity**
  - RPG will manage distribution of debate content to targeted colleges and universities across the globe for:
    - Publication in newspapers
    - Posting on web sites
    - Discussion content for political science courses, etc.

#### **Investment**

This is a 60-day project. The project fee is \$75,000. This fee will cover RPG services outlined in the proposal. It does not include production costs for microsites or any other production fees (e.g. web cast editing). Additionally, it does not include out-of-pocket expenses for travel, telephone, fax, wire service distribution for press releases and production costs associated with the program.

The fee will be billed in one installment at the outset of the program with invoice due on receipt. RPG will bill Monitor Group on behalf of the Government of Libya.

Upon acceptance of this proposal, RPG will provide a timeline for delivery of the activities outlined herein. This project will be staffed by 3-4 RPG public relations professionals. We look forward to the opportunity to participate in this important project. We are available at your convenience to discuss.