

2011 P2 Client Periodic Report

Lobbyist Name: Kasirer Consulting LLC

Client Name: El Ad US Holding, Inc.

Lobbyist Information

Principal Officer Name Greenberg, Julie

Principal Officer Title Senior Vice President

Principal Officer Email BLOCKED_EMAIL

Principal Officer Phone (212) 285-1800

Lobbyist Business Name Kasirer Consulting LLC

Lobbyist Business Address 321 Broadway, Suite 201, New York, NY 10007 United States of America

Lobbyist Business Phone (212) 285-1800

Client Information

Client Name El Ad US Holding, Inc.

Business Address 575 Madison Avenue, New York, NY 10022 United States of America

Client P.O. Name Arbit, Sheara

Business Phone (212) 213-8833

Business Email BLOCKED_EMAIL

Employee(s) Lobbying for Client

Employee # 1

Employee's Name Alvarellos, Omar

Employee's Work Address 321 Broadway, Suite 201, New York, NY 10007 United States of America

Employee's Work Phone (212) 285-1800

Employee # 2

Employee's Name Greenberg, Julie

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Lobbyist Name: Kasirer Consulting LLC

Client Name: El Ad US Holding, Inc.

Employee's Work Address 321 Broadway, Suite 201, New York , NY 10007 United States of America

Employee's Work Phone (211) 285-1800

Employee # 3

Employee's Name Kasirer, Suri

Employee's Work Address 321 Broadway, Suite 201, New York, NY 10007 United States of America

Employee's Work Phone (212) 285-1800

Employee # 4

Employee's Name Krokondelas, Peter

Employee's Work Address 321 Broadway, New York, NY 10007 United States of America

Employee's Work Phone (212) 285-1800

Lobbying Activities

Activity # 1

Subject Category Rule

Subject Details Permit Approvals

Target	Office/Department	Contact Name
Landmarks Preservation Commission (LPC)		Tierney, Robert

Summary of Compensation

Total Compensation Paid or Owed for Current Period \$10,000.00

Lobbying Expenses

Aggregate of all expenses for salaries of support staff \$0.00

Total of Aggregate Expenses \$75.00 or less \$0.00

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Are there expenses greater than \$75.00?	No
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Itemized Expense Total	\$0.00
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Total Expenses for Current Period	\$0.00
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Client Name: El Ad US Holding, Inc.

CERTIFICATION

I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void.

Principal Officer Name	Greenberg, Julie
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Principal Officer Email	BLOCKED_EMAIL
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Certification Date	05/16/2011 11:16
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ELECTRONIC SIGNATURE

Julie Greenberg was required to indicate acceptance of the representations made in the following statement by entering his or her password used to access the E-Lobbyist, New York City Lobbyist Filing System and pressing the Submit button to affix his or her electronic signature and file the report with the Office of City Clerk - City of New York.

"I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void."