

2011 P4 Client Periodic Report

Lobbyist Name: Akerman Senterfitt LLP

Client Name: Fresh Direct, LLC

Lobbyist Information

Principal Officer Name	Polivy, Steven
Principal Officer Title	Partner
Principal Officer Email	BLOCKED_EMAIL
Principal Officer Phone	(212) 822-2245
Lobbyist Business Name	Akerman Senterfitt LLP
Lobbyist Business Address	335 Madison Avenue, 26th Floor, New York,, NY 10017 United States of America
Lobbyist Business Phone	(212) 751-8600

Client Information

Client Name	Fresh Direct, LLC
Business Address	23-30 Borden Avenue, Long Island City, NY 11101 United States of America
Client P.O. Name	Hickey, Laurence L
Business Phone	(718) 928-1290
Business Email	BLOCKED_EMAIL

Employee(s) Lobbying for Client

Employee # 1

Employee's Name	Polivy, Steven
Employee's Work Address	335 Madison Avenue, New York, NY 10017 United States of America
Employee's Work Phone	(212) 822-2245

Employee # 2

Employee's Name	Stadmauer, David
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Employee's Work Address 335 Madison Avenue, New York, NY 10017 United States of America

Employee's Work Phone (212) 822-2208

Employee # 3

Employee's Name Zafonte, Beth

Employee's Work Address 335 Madison Avenue, New York, NY 10017 United States of America

Employee's Work Phone (212) 822-2266

Lobbying Activities

Activity # 1

Subject Category Incentives

Subject Details Obtaining City Incentives for expansion of NYC warehouse.

Target	Office/Department	Contact Name
Economic Development Corporation (NYCEDC)		Kimball, Kyle Gouviea, Jonathan

Summary of Compensation for Client

Total Compensation Paid or Owed for Current Period \$8,098.00

Lobbying Expenses

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

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

Are there expenses greater than \$75.00? No

Itemized Expense Total \$0.00

Total Expenses for Current Period \$0.00

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Reimbursed Expenses

Total Reimbursed Expenses for Current Period	\$0.00
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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 Polivy, Steven

Principal Officer Email BLOCKED_EMAIL

Certification Date 09/13/2011 12:00

ELECTRONIC SIGNATURE

Steven Polivy 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."