

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

Lobbyist Entities

Lobbyist Entity # 1

Lobbyist Entity's Name	The Parkside Group, LLC
Lobbyist Entity's Business Phone	(212) 571-7717
Lobbyist Entity's Business Address	132 Nassau Street , Suite 400, New York, NY 10038 United States of America

Compensation Paid or Owed to The Parkside Group, LLC

Compensation Paid or Owed During the Calendar Year	\$48,000
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Client Expenses Reimbursed to The Parkside Group, LLC

Total of Aggregate Expenses \$75.00 or less	\$0.00
Are there expenses greater than \$75.00?	No

Lobbying Activities

Activity # 1

Subject Category	Local Law
Subject Details	Traffic Regulations, Ticket Abatement Program, and Funds for Proposed Capital Improvements

2011 Client Annual Report for Fresh Direct, LLC

Target	Office/Department	Contact Name
Transportation, Department of (DOT)		McCarthy, Maura
Taxi & Limousine Commission (TLC)		Salkin, Andrew
Finance, Department of (DOF)		Frankel, David
Mayor, Office of the (OTM)	Deputy Mayors	Steel, Robert
Economic Development Corporation (NYCEDC)		Pinsky, Seth
Borough President - Bronx		Diaz, Ruben

Lobbyist Entity # 2

Lobbyist Entity's Name	Akerman Senterfitt LLP
Lobbyist Entity's Business Phone	(212) 751-8600
Lobbyist Entity's Business Address	335 Madison Avenue, 26th Floor, New York,, NY 10017 United States of America

Compensation Paid or Owed to Akerman Senterfitt LLP

Compensation Paid or Owed During the Calendar Year	\$17,825
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Client Expenses Reimbursed to Akerman Senterfitt LLP

Total of Aggregate Expenses \$75.00 or less	\$0.00
Are there expenses greater than \$75.00?	No

Lobbying Activities

Activity # 1

Subject Category	Incentives and Financing
Subject Details	Obtaining tax abatements , tax credits, economic development incentives and financing for expansion of NYC warehouse.

Target	Office/Department	Contact Name
Economic Development Corporation (NYCEDC)		Kimball, Kyle Babis, Maureen Gouviea, Michael Toth, Michael

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	Hickey, Laurence L
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Principal Officer Email	BLOCKED_EMAIL
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Certification Date	01/09/2012 16:44
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ELECTRONIC SIGNATURE

Laurence L Hickey 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."