

Client Information

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| Client Name | The Times Square Advertising Coalition Inc. |
| Business Address | 545 8th Avenue Room 401, New York, NY 10018 United States of America |
| Client P.O. Name | High, Alan |
| Business Phone | (646) 558-8871 |
| Business Email | BLOCKED_EMAIL |

Lobbyist Entities

Lobbyist Entity # 1

| | |
|------------------------------------|--|
| Lobbyist Entity's Name | Nicholas & Lence Communications LLC |
| Lobbyist Entity's Business Phone | (212) 938-0001 |
| Lobbyist Entity's Business Address | 28 West 44th Street, Suite 1217, New York, NY 10036 United States of America |

Compensation Paid or Owed to Nicholas & Lence Communications LLC

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|--|----------|
| Compensation Paid or Owed During the Calendar Year | \$36,000 |
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Client Expenses Reimbursed to Nicholas & Lence Communications LLC

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

Lobbying Activities

Activity # 1

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| Subject Category | Parade issues |
| Subject Details | Regarding the route of the Thanksgiving Day Parade |

2011 Client Annual Report for The Times Square Advertising Coalition Inc.

| Target | Office/Department | Contact Name |
|-------------------------------------|---|--|
| Mayor, Office of the (OTM) | Mayor | Bloomberg, Michael R. |
| | Deputy Mayors | Goldsmith, Stephen Harris, Patricia E. Steel, Robert K. Mandel, Jeff Greenbaum, Joanna |
| | Counselor to the Mayor | Crowell, Anthony |
| Transportation, Department of (DOT) | | Forgione, Margaret Sadik-Khan, Jeanette |
| Borough President - Manhattan | | Stringer, Scott Gilligo, Alaina |
| NYC Council Members | Garodnick, Daniel - District No. 4 Quinn, Christine - District No. 3 | |
| NYC Council Members - Staff | Quinn, Christine - District No. 3 | Meara, Chuck LaRocca, Melanie |

Activity # 2

Subject Category

Signage Issues

Subject Details

Issues regarding NYPD signage in Times Square

| Target | Office/Department | Contact Name |
|----------------------------|------------------------|------------------|
| Mayor, Office of the (OTM) | Counselor to the Mayor | Crowell, Anthony |
| | | Heinzen, William |
| Mayor, Office of the (OTM) | Deputy Mayors | Smith, Nanette |

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 | High, Alan |
| Principal Officer Email | BLOCKED_EMAIL |
| Certification Date | 01/13/2012 10:41 |

ELECTRONIC SIGNATURE

Alan High 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."