**U.S. Department of Justice**
Washington, DC 20530

# Exhibit A
To Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

OMB NO. 1105-0003

Privacy Act Statement. 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. 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.

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, Criminal 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.

*Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant
Development Counsellors, Int'L
461 Park Ave. South
New York, NY 10016

2. Registration No.
4777

3. Name of foreign principal
Swedish Travel & Tourism Council

4. Principal address of foreign principal
Sveriges Rese-och Turistrad AB
Box 3030
103 61 Stockholm, Sweden

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REGISTRATION UNIT

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:
  - ☑ Partnership (50% govt/50% Tourism)
  - ☐ Committee
  - ☐ Corporation
  - ☐ Voluntary group
  - ☐ Association
  - ☐ Other (specify): _____
- ☐ Individual-State nationality _____

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

a) Branch or agency represented by the registrant.

b) Name and title of official with whom registrant deals.

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

A national organization responsible for the promotion of Sweden as a business & leisure destination

b) Is this foreign principal

| | | |
|---|---|---|
| Supervised by a foreign government, foreign political party, or other foreign principal | Yes ☐ | No ☐ |
| Owned by a foreign government, foreign political party, or other foreign principal (50%) | Yes ☑ | No ☐ |
| Directed by a foreign government, foreign political party, or other foreign principal | Yes ☐ | No ☐ |
| Controlled by a foreign government, foreign political party, or other foreign principal | Yes ☐ | No ☐ |
| Financed by a foreign government, foreign political party, or other foreign principal | Yes ☐ | No ☐ |
| Subsidized in part by a foreign government, foreign political party, or other foreign principal | Yes ☐ | No ☐ |

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

The Swedish Travel & Tourism Council is owned equally by the Swedish Government and by Swedish tourism industry (50/50). The main focus is marketing, information, coordination & distribution to the travel trade, media and consumers.

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.

| Date of Exhibit A | Name and Title | Signature |
|---|---|---|
| 4/22/05 | Carrie Depo Controller | Carrie Depo |

**U.S. Department of Justice**
Washington, DC 20530

# Exhibit B
To Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

OMB NO. 1105-0007

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. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Privacy Act Statement. 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. 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.

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, Criminal 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 | 2. Registration No. |
|---|---|
| Development Counsellors Int. | 4777 |

3. Name of Foreign Principal

Swedish Travel & Tourism Council

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Check Appropriate Boxes:

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.

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

Media Relations Program designed to attract tourists to Sweden. Targeted promotions to expand awareness of Sweden's attractions.

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.

| Date of Exhibit B | Name and Title | Signature |
|---|---|---|
| 4/22/07 | Carrie Depo Controller | |

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.



**Development Counsellors International** 461 Park Avenue South, New York, NY 10016
Phone: (212) 725-0707 Fax: (212) 213-3827 E-mail: tourism@dc-intl.com/Website: www.aboutdci.com

July 26, 2004

Ms. Marie Burewall
Director North America
Swedish Travel & Tourism Council
655 Third Avenue, 18th Floor
New York, NY 10017-5617

Dear Marie:

What a delight to be asked to present you with a proposal to provide targeted public relations services for the Swedish Travel & Tourist Council!

Our work for Sweden since the late 80s ranks among the most enjoyable and satisfying we've done for any client, including bringing "Good Morning America" to the Scandinavian countries in 1997, under STTC's leadership.

The following brief proposal is based on our discussion of your needs and budget.

**OVERVIEW**

With many years of experience in the North American market, and a talented and dedicated media relations pro, Mrs. Annika Benjes, already well-known among many of the key media, your most important need is for targeted proactive pitching among key media sectors – print, broadcast and online. Expanding the universe of your media contacts, and proactively pitching stories and segments on Sweden's many appeals for travelers would be the focus.

We would also actively seek promotional opportunities with traditional (airlines, magazines, luggage companies) and non-traditional (upscale car dealers, such as Volvo, for example) partners whose target audience suits your own.

## SCOPE OF SERVICES

### 1. Developing and Pitching Sweden's "Most Wanted" List

Working with Annika, Linda and you, we will develop an annually updated "most wanted list" of key outlets, which helps focus our efforts on the media that will be of most value to you in the coming year. We will then identify and fully document a series of "key media themelines" that will highlight Sweden's various attractions for North American travelers, and will be meaningful to different media outlets on our list.

Essentially we recommend a "rifle-shot" approach to a select group of 100+ key publications and electronic outlets that reach your target audiences: and that are NOT already in your database. Focusing on major travel media and appropriate niche markets will make the best use of STTC's resources. We would, of course, also continually maintain and update our database of top print, broadcast and online media, focusing on those of special benefit to STTC. Key categories would include:

- **Consumer Travel Magazines** (*Conde Nast Traveler, Elite Traveler, Travel & Leisure, Town & Country Travel*)
- **Travel Sections Of Major Daily Newspapers** from key markets (*Boston Globe, Chicago Tribune, Dallas Morning News, Los Angeles Time, New York Daily News, New York Times, Washington Post, Toronto Star*)
- **Travel Sections Of National Dailies & Newswires** (*Christian Science Monitor, USA Today,* Associated Press, Copley News Service)
- **Lifestyle** (*Departures, Diversion, Town & Country*)
- **Meetings & Incentive Media:** *(M&C, Incentive, Successful Meetings)*
- **Online Travel Webzines** (CNN.com, Frommers.com, MSNBC.com)
- **Gay & Lesbian Media** (*Planet Out, Out & About)*
- **Specialty Niche Markets, including arts, fashion/shopping and epicurean publications** (*Art & Antiques, Bon Appetit, Lucky, Food & Wine, Gourmet)*
- **Television** (major network morning shows and cable programming dedicated to special interests of particular relevance to Sweden.

As discussed, DCI would pitch story angles and individual/group press visits to the agreed-upon "Most Wanted" list, while STTC staff would handle bookings, itinerary planning and escorting, as necessary.

### 2. Developing Powerful Promotions

Working closely with you and your marketing partners, we would seek appropriate, targeted promotions – both on-line and off-line - to expand awareness of Sweden's many attractions among your target markets, and beyond. Online promotions can be particularly valuable in stimulating interest, exposing appropriate products as contest

prizes and gathering e-mail addresses of potential travelers for future marketing efforts. 3/

We've had great success in working with traditional (frommers.com) and non-traditional (Lucky magazine, Connecticut Public Television) partners, and are confident Sweden will be a very welcome promotional partner for our many contacts!

**BUDGET**

A monthly retainer would be the most cost-effective way of working together; and we have recommended three budget levels that would provide varying amounts of service, as indicated.

- A monthly retainer of $2,500 would provide 40 hours of service
- A monthly retainer of $3,500 would provide 60 hours of service
- A monthly retainer of $5,000 would provide 100 hours of service.

Any additional time required would be billed at the following hourly rates:

| | |
|---|---|
| Senior Executive | $175 |
| Account Supervisor | $125 |
| Account Executive | $ 90 |
| Support Staff | $ 45 |

Retainer fees are billed on the first of each month, with payment expected within 15 days. Out-of-pocket expenses will be billed monthly on the 15th, at cost with no mark-up and with full documentation. We estimate that these would run an additional 10% of the chosen monthly retainer. Not included in these estimates are the costs of an initial "immersion visit" to Sweden for the account staff.

**TIMING/NEXT STEPS**

We've structured this as a simple Letter of Agreement, which can take effect simply by signing below, and faxing this page to me at 212/213-3827. We are prepared to begin as soon as September 15, 2004.

Marie, we appreciate the opportunity to present you with this proposal, and eagerly anticipate the possibility of working with you, Annika and the wonderful destination of Sweden once again!

Cordially,

Peggy R. Bendel
Senior Vice President

I agree to the above proposal at a monthly retainer fee of $2,500

Signature/Title

Director North America
Swedish Travel & Tourism Council

Date 1/10/05