

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda 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, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. 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, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 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 Burson-Marsteller 1850 M Street, N.W. Suite 900 Washington, D.C. 20036	2. Registration No. 2469
3. Name of foreign principal Consejo Mexicano de Hombres de Negocios, A.C.	4. Principal address of foreign principal Paseo de la Reforma 156 3° Piso Mexico, D.F. Mexico

5. Indicate whether your foreign principal is one of the following type:

- Foreign government
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:
 - Partnership
 - Corporation
 - Association
 - Committee
 - Voluntary group
 - Other (specify) _____
- Individual—State his 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. N/A

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom registrant deals. N/A
- 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

The Consejo Mexicano de Hombres de Negocios is a 30-year-old non-profit Mexican association that provides information about Mexico abroad.

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal 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 whole by a foreign government, foreign political party, or other foreign principal..... Yes No

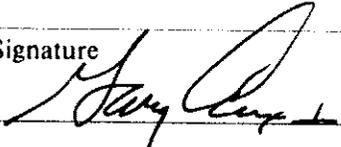
Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes No

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

N/A

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.

The Consejo Mexicano de Hombres de Negocios is controlled by its membership, which is drawn from the ranks of Mexico's business executives.

Date of Exhibit A	Name and Title	Signature
10/24/93	GARY Huxier, Executive Vice Pres. & COO/B-m/Washington	

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. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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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, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Name of Registrant	Name of Foreign Principal
Burson-Marsteller	Consejo Mexicano de Hombres de Negocios, A.C.

Check Appropriate Boxes:

- The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
- There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- 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 the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Burson-Marsteller will implement a short-term project to develop issue advertising for television and newspapers to accurately relate Mexico's efforts toward modernization.

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

T.V. Advertising -- Produce, arrange media buys and distribute
Newspaper Advertising -- Produce, arrange media buys

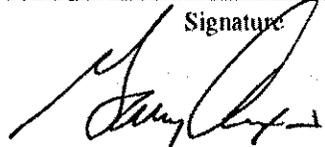
In some cases, Burson-Marsteller will assume responsibility for the dissemination of the advertisements. In others, the ads will be disseminated by the Consejo Mexicano de Hombres de Negocios.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹

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.

The advertising developed for the Consejo Mexicano de Hombres de Negocios will make the case that Mexico is a modern country, and could presumably impact the attitude of the U.S. general public in light of the current debate over passage of the North American Free Trade Agreement (NAFTA).

Date of Exhibit B 10/26/93	Name and Title GARY ANKIEC EVP + COO - B-M/ukshinsten	Signature 
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¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other 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.

Burson-Marsteller

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202.833.4200
Fax 202.833.4278

Thomas D. Bell, Jr.
Vice Chairman
Chief Operating Officer

October 7, 1993

Mr. Antonio del Valle
Consejo Mexicano de Hombres de Negocios A.C.
Paseo de la Reforma 156, 3rd floor
Mexico D.F., Mexico

Dear Mr. del Valle:

This letter will serve to confirm the program for a national advertising campaign which we have undertaken pursuant to our discussions. Please return a signed copy by fax and an original by mail.

The total estimated budget is about \$3.5 million US dollars. The attached schedule describes the initial campaign which is scheduled to run beginning in early October. The cost for such is \$1,435,000 US dollars. Additionally, we will be working to identify the appropriate markets for the local advertising in the next 2 weeks. The cost for these will be determined at that time, but is currently estimated to be approximately \$2,000,000 US dollars.

It is our policy with regard to media placements to require pre-payment from you so that we can pay the media on time. At this time we will need a wire transfer of \$1,435,000 in US dollars by close of business Monday, October 11. An invoice is also enclosed detailing the appropriate wire transfer instructions. This will take care of the initial phase only. When the markets for the local advertising are identified we will need to proceed in this same fashion.

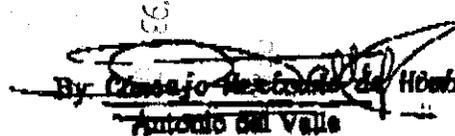
In the event that you should decide to cut back or discontinue this campaign prior to its full completion, then Burson-Marsteller should be reimbursed at full hourly rates for professional services and for all production and other related costs incurred up to that date. Additionally, you will be responsible for any non-cancelable commitments entered into by Burson-Marsteller on your behalf including but not limited to media.

Sincerely,



Thomas D. Bell, Jr.
Vice Chairman
Chief Operating Officer

Agreed and Accepted:



By Consejo Mexicano de Hombres de Negocios
Antonio del Valle

Date: 11 Oct 1993