

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. 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. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov/>. 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 in print and online at: <http://www.fara.gov/>.

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, Counterespionage Section, National Security 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 BROWN LLOYD JAMES 250 WEST 57TH STREET, SUITE 1311 NEW YORK, NY 10107	2. Registration No. 5875
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3. Name of foreign principal China-United States Exchange Foundation	4. Principal address of foreign principal 15/F Shun Ho Tower, 24-30 Ice House Street, Central, Hong Kong TEL: +852 2523 2083
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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:

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input checked="" type="checkbox"/> Association	<input type="checkbox"/> Other (specify): _____

Individual-State nationality _____

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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.
Economic and cultural exchanges between the US and China

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Owned by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Directed by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Controlled by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Financed by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

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

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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.

Tung Chee Hwa

Date of Exhibit A
30 JUNE 2010

Name and Title
Philip Elwood, Vice President

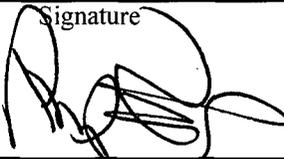
Signature


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

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. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. 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. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov/>. 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 in print and online at: <http://www.fara.gov/>.

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, Counterespionage Section, National Security 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
BROWN LLOYD JAMES

2. Registration No.
5875

3. Name of Foreign Principal
China-United States Exchange Foundation

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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.
FACILITATE EXCHANGES BETWEEN THE US AND CHINA

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

ORGANIZE PERSON TO PERSON EXCHANGES AND DISSEMINATE INFORMATION TO BETTER INCREASE UNDERSTANDING BETWEEN THE NATIONS

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.

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Date of Exhibit B 30 JUNE 2010	Name and Title Philip Elwood, Vice President	Signature 
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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.

Brown Lloyd James

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January 1, 2010

Clarie Lo
China-United States Exchange Foundation
15/F Shun Ho Tower,
24-30 Ice House Street,
Central, Hong Kong
TEL: +852 2523 2083
FAX: +852 2323 6116

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Dear Clarie Lo,

This letter agreement ("Agreement") sets forth the terms and conditions under which Brown Lloyd James ("Agency") agrees to provide public relations and related consulting services to China-United States Exchange Foundation ("Client") effective as of January 1, 2010 (the "Effective Date").

1. Services

Agency shall provide a broad range of public relations services in the U.S., including but not limited to defending and promoting China and the key strategic areas in the China-U.S. relationship in the media, and expanding awareness of the Foundation. All services provided by Agency hereunder are collectively referred to herein as the "Services," details of which are set out in the Memorandum attached as Appendix I to this Agreement, and all.

Agency will not bind Client in any way to any third party without obtaining Client's express written consent, except that Agency may incur certain Expenses (as hereinafter defined) without Client's advance approval in accordance with the terms of Section 2.b. hereof

2. Compensation and Expenses

For the provision of Services by the Agency and outlays on your behalf, the Client agrees to pay the Agency compensation as follows:

- a. Retainer: Client shall pay Agency a flat fee (the "Fee") of \$20,000 per month. Payment is due on the first of each month.
- b. Expenses: Client shall reimburse Agency for Agency's reasonable, actual out-of-pocket expenditures upon Client's receipt of itemization thereof with respect to media luncheons, travel, trademark search reports, sales tax, freight shipping, mail, telephone, facsimiles, messenger and courier services (each, an "Expense"); provided, however, that Agency must obtain Client's advance approval of any individual Expense exceeding \$500.00. All expenses must be expended directly in connection with the Agency's services to the Client as set forth in this Agreement. All other expenses (including, without limitation, media costs and vendor charges) must be pre-approved in writing by Client.
- c. Additional Projects: For any projects we mutually agree upon that are beyond the scope of this Agreement, we will provide estimates that would require Client's prior written approval, provided that this Agreement has not been terminated.

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3. Term:

- a. This Agreement is effective for 12 months starting from January 1, 2010 and ending on December 31, 2010. The Client however shall have the right to determine this Agreement without cost or compensation to the Agency any time after the first six months by giving one (1) month's notice to the Agency. Upon expiration of the said one month's notice this Agreement shall be terminated and provided that the Client has paid the monthly fee and the Agency has performed the Services up to the date of termination, neither party shall be liable to each other for any cost or compensation under this Agreement.
- b. Upon termination, any materials or services Agency has committed to purchase for Client, with Client's advance written approval, shall be paid for by Client and Agency shall receive applicable compensation as outlined herein for Services rendered through the date of termination. Upon termination, Agency shall return to Client all Client property and Client materials in Agency's possession or control.

4. Confidentiality

Agency shall ensure that information or materials disclosed to or otherwise accessed by Agency hereunder that (a) Client specifically identifies as proprietary or confidential information, or (b) given the nature of such information or the circumstances surrounding its disclosure, reasonably should be construed as confidential (collectively, "Confidential Information") is not disclosed to any third party or used by Agency for any purpose other than as specifically authorized hereunder. Confidential Information does not include information known to Agency prior to disclosure by Client, information that is publicly known or information available from or disclosed by a third party not bound in a confidential relationship with Client. Agency shall inform Client of all requests for or inquiries into Client's Confidential Information by third parties and shall only provide same when legally obliged to do so after notice to Client. In the course of performing the Services, Agency may disclose Confidential Information as Client shall have approved for disclosure.

5. Entire Agreement; Severability

This Agreement constitutes the parties' entire understanding of the matters set forth herein and supersedes any prior understanding or agreement. This Agreement may only be modified in a writing signed by the parties hereto. In the event that any provision of this Agreement shall be illegal or otherwise unenforceable, such provision shall be severed, and the balance of the Agreement shall continue in full force and effect.

6. Laws Governing the Agreement

This Agreement shall be governed by the laws of Hong Kong Special Administrative Region and the parties shall submit to the exclusive jurisdiction of the courts of Hong Kong Special Administrative Region.

If the above meets with your approval, kindly indicate your consent by signing both enclosed originals of this letter where indicated, return one to us and retain the other for your files. Please enclose payment of \$20,000 (TWENTY THOUSAND US DOLLARS) representing first months' payment.

Wire transfer should be sent to:

Capital One, 1745 Broadway New York, NY 10019, Tel: 212.582.6840 Fax: 212.956.2085

Account name: Brown Lloyd James

Account # [REDACTED]

Routing/Wire Transfer Number [REDACTED]

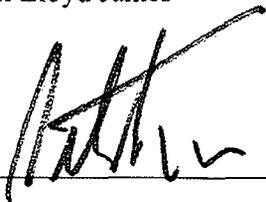
SWIFT Code: [REDACTED]

Brown Lloyd James

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Very truly yours,

Brown Lloyd James

By: 

Printed Name: Peter Brown

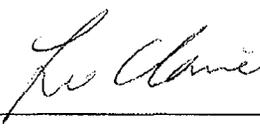
Title: President & CEO

Address: New York, NY, USA

Date: March 18, 2010

ACCEPTED & AGREED

China-United States Exchange Foundation

By: 

Printed Name: Clarie Lo

Title: CEO

Address: 15/F Shun Ho Tower, 24-30 Ice Hse St.
Central, Hong Kong

Date: 2 January 2010

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Appendix I: Services

To capitalize on the positive momentum generated by the recent Obama visit to China, the Chairman's recent visits to the United States, and the successful public relations campaign of 2009, Brown Lloyd James will continue with and build upon a media and public opinion campaign to promote strategic dialogue on issues such as the environment, energy, business, and security. By stressing the positive developments that China has made in areas for potential cooperation with U.S. counterparts and leveraging the contacts and supporters we have established, BLJ can continue the public discussion on China as an indispensable partner to the U.S.

BLJ will continue to build upon a successful year of expanding third-party supporters, generating media placements, arranging visits for delegations to China, and supporting CUSEF activity within the U.S. The following items were achieved in 2009:

BLJ arranged for two journalist visits consisting of four high-profile journalists to visit China in May and November 2009. The journalists represented top publications in the United States including Newsweek, the National Journal, the Nation, Congressional Quarterly, U.S. News and World Report, the Chicago Tribune, and the Washington Note. In total, there were 28 media placements generated as a result of these visits.

BLJ continued to draft material, facilitate the publication of op-eds, and arrange media interviews for third-party supporters. In total, BLJ assisted with or directly influenced the publication of 26 opinion articles and quotes within 103 separate articles. BLJ presented daily reports throughout 2009, outlining general media coverage as well as specifically BLJ generated media.

In total, BLJ directly contributed to or influenced a total of articles, which averages out to 3 per week.

BLJ supported three separate Chairman visits to the United States in 2009, arranging three dinners with top-tier media editors and executives from the top publications in the United States including the Wall Street Journal, New York Times, Forbes Magazine, Time Magazine, the Week Magazine, Financial Times, and the Daily Beast. In total, BLJ introduced nineteen individuals at the very top tier of media to Mr. Tung. BLJ continues to follow up with the aforementioned media executives, providing CUSEF material and general updates to all.

BLJ provided support including meetings and speaking opportunities in the United States for CUSEF board members including Elsie Leung and Mr. Xu Kuangdi.

BLJ conducted a thorough analysis of four leading United States high-school textbooks regarding their coverage and portrayal of issues relating to Tibet and China. BLJ drafted and submitted a report along with recommendations for countering the tide of public discourse.

BLJ arranged for one former Congressmen visit consisting of Congressmen George Hochbrueckner and Congressmen Steve Kuykendall.

In addition, BLJ achieved the following:

- secured an in-depth, long-form interview for Mr. Tung with Charlie Rose;
- arranged a speech for Mr. Tung at New York University;
- invited and facilitated media participation at a speech at Georgetown University;
- invited and facilitated media participation to the launch of Power and Restraint;
- presented short-form media opportunities for the Chairman with NPR, CNN, and CNBC;

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- secured placement for Mr. Tung's op-ed in the Washington Post;
- arranged a meeting between Mr. Tung and Bill Daley;
- facilitated a partnership between CUSEF and the East-West Institute;
- strategized and consulted on the creation of a new website for the Foundation;
- advised and edited CUSEF materials and speeches;
- provided general counsel and advisement on all public relations activities.

In 2010, the campaign will continue to leverage third party spokespeople, compiled from BLJ's existing cadre along with additional individuals identified as appropriate, who can effectively disseminate positive messages to the media, key influencers and opinion leaders, and the general public. In addition, we propose expanding public relations activities to include the following areas outlined below:

Brown Lloyd James will advise and provide tactical support to the Foundation in arranging speeches and media for the Chairman and CEO, and identifying appropriate strategic partners and activities in the U.S.

Objectives:

Develop and foster a community of like-minded experts on U.S.-China relations.

Continue to build relationships with influential media figures who can serve as positive voices for discussions on U.S.-China relations.

Continue to construct a positive and cohesive message of U.S.-China engagement and work to broadcast the message through the Chairman, the Board of Governors, Third-party supporters and organizations, and the media.

Tactics include the following:

A) Media Engagement

Real-Time Situation Analysis

Brown Lloyd James will continually monitor the U.S. media for coverage of the China related news and stories and will provide a real-time analysis as events unfold and articles appear. BLJ will send a daily report with an in-depth situation analysis and recommendations, including detailed descriptions on any possible follow-up actions that need to be taken.

Brown Lloyd James shall endeavor to secure statements in support of China in the form of articles, responses, or interviews in the American mainstream media. Over the course of the year BLJ will endeavor to place an average of 3 media coverage (interview, Op-Eds, quotes) per week. In addition, BLJ will provide a monthly analysis of supporters engaged, media placements garnered, and op-eds placed. BLJ will continue to update the Foundation on its progress on all counts, including following up with journalists, securing media responses, and engaging supporters.

Third Party Spokespeople

BLJ will continue to identify, map, and engage third party spokespeople to highlight constructive and balanced messages concerning US-China relations in the US media. BLJ will select such third-party spokespeople following a thorough review of their previous comments and writings, to ensure that supporters are balanced and constructive in their messaging. Given the complicated, expansive, and dynamic nature of US-China relations,

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BLJ cannot guarantee that all comments from supporters will be positive; however supporters will more often than not speak constructively and with a strong understanding of China's perspective on the issues.

BLJ will continue to expand our cadre of third party supporters and deploy them in media campaigns throughout national and local US media. We will share CUSEF materials and resources with the supporters in order to encourage positive messaging. We will also identify and work directly with spokespeople to author positive opinion articles on China for publication in US print and online media. These op-eds will be tailored to focus on individual areas that can benefit from U.S. cooperation, including art, environment, sport, business, education, security, and technology.

BLJ will also work with CUSEF to arrange periodic commentary written by the Chairman and board members of CUSEF. BLJ will endeavor to secure a total of 30 Op-Eds in major American media per year and arrange for the delivery of such op-eds in US media in a timely and consistent manner. BLJ will also expand its op-ed outreach in 2010 to work with participants of CUSEF's other programs, including Lieutenant Governors, State Legislators, academics, and other contacts, to draft and publish op-eds in relevant US media. For this, BLJ will rely on CUSEF's introduction to key program participants.

BLJ will work with our contacts at the highest circulation newspapers in key regional markets throughout the US, including Chicago, Los Angeles, New York, Boston, San Francisco, Washington DC, Atlanta, Miami, and others, as well as with highly-read and respected online media, to place these op-eds. This would guarantee that Mr. Tung's message of constructive US-China engagement was widely distributed and received. Please note that placement in of each piece produced would not be guaranteed but BLJ would work with individual editors to place each op-ed.

BLJ will also build on relationships with editors and reporters initiated during the Chairman's trips, as well as with journalists that have participated in a delegation visit to China. BLJ will continue our discussions on the importance of U.S.-China relations and regularly distribute relevant information.

Journalist Media Trips to China

In order to develop favorable coverage in key national media, BLJ will continue to organize and staff "familiarization trips" to China. This includes recruiting top journalists to travel to China, selected for effectiveness and opportunities for favorable coverage. These visits should be designed to offer a fresh and positive look at China's accomplishments, and underscore how important it is for the US to engage directly with China. BLJ recommends a group of 3-5 journalists per trip with a mix of reporters that focus on international business, foreign policy, and cultural issues.

In addition, BLJ recommends that at least one Journalist trip per year be focused on one specific topic or subject area. For example, BLJ suggests the October 2010 trip to focus on ethnic minorities and religious diversity. BLJ suggests that the trip be comprised of 3-5 cultural and religious reporters and that the visit offer insight into China's achievements in diversifying its population, providing opportunities for minorities, and encouraging religious freedom for all ethnic groups.

At a later stage, this trip can be expanded to include Tibet with select participants chosen for effectiveness and opportunities for favorable coverage. Group participants can be selected from previous trips to ensure familiarity with the Foundation's goals, and combined with religious leaders chosen for their diversity of opinions and open minds.

Time Schedule: Brown Lloyd James recommends arranging at least three trips a year. Please note price is subject to change based on airline ticket changes.

Note: Implementation of the proposed Journalist Familiarization Trip to China program is subjected to approval of CUSEF on project basis.

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Journalism School Media Trips to China

In order to educate the next generation of U.S. journalists on China and US-China relations while they are still honing their craft, BLJ will organize and staff "familiarization trips" to China for a select group of journalism students, selected for their open-minded outlook and their interest in Sino-U.S. relations. The visits should serve as a general introduction to China and Chinese students but should also focus on innovation in specific sectors such as the media environment, education, arts/entertainment, business, technology, etc. The trips will be designed to offer a fresh and positive look at China's accomplishments, help dispel misperceptions, promote constructive reporting, and underscore how important it is for the U.S. to engage directly with China in the years to come. BLJ will facilitate partnerships between CUSEF and high-profile Graduate Journalism Programs to promote academic exchanges between Chinese and American journalism students. BLJ will contact each Journalism school and arrange for promotional materials and applications to be distributed. Applications can be sent to BLJ for review and a shortlist will later be sent to CUSEF for final approval. BLJ will conduct in-depth interviews with the final candidates for selection to the trip.

Time Schedule: Brown Lloyd James recommends arranging two trips a year during the winter and Spring breaks. Please note price is subject to change based on airline ticket changes.

Note: Implementation of the proposed Journalism School Familiarization Trip to China program is subjected to approval of CUSEF on project basis.

B) Chairman's Visits to the United States

BLJ suggests continuing to utilize the Chairman's visits to educate the public and conduct broadcast television interviews. BLJ suggests that the Chairman do at least one media interview per trip. The priority for interviews will be longer form programs such as Fareed Zakaria GPS, Political Capital with Al Hunt, and the Amanpour Show.

The recent Chairman visits have been highly successful in engaging key media and supporters, and developing relationships. The meetings with top-tier editors and journalists from the world's top newspapers and magazines are invaluable for their effectiveness in engaging support from the leaders of the news industry. While it cannot be quantified, the influence that Mr. Tung has had on high-level opinion-formers has served to sway news coverage in major outlets and influence the elite. On future trips, BLJ recommends the following types of events in order to maximize exposure and arrange constructive visits:

- BLJ will organize small dinners (8-10 guests) for Mr. Tung with top-tier media figures (DC and NY)

Estimated Cost for Salon Events: \$3,000-\$5,000

Develop working group discussions with third-party supporters in order to maintain a community of like-minded experts on U.S.-China relations.

Time Schedule: BLJ recommends one three-hour lunchtime session to be held in either New York or Washington D.C. during the Chairman's next trip. Supporters would prepare their own materials and present them at the event.

Estimated Cost for Salon Events: \$3,000-\$5,000

Note: Implementations of the proposed Salon Events programs are subjected to approval of CUSEF on project basis.

Broadcast interview: Charlie Rose, Jim Lehrer, Fareed Zakaria (CNN), Christiane Amanpour (CNN).

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There would be no additional cost associated with this service.

Speeches: National Committee on U.S.-China Relations (New York), CNAS (Washington D.C.), Carnegie Endowment for International Peace (Washington D.C.), East-West Institute (New York)

There would be no additional cost associated with this service.

C) Friends of CUSEF & Board Member Visits

BLJ will provide strategic guidance and support for two-three US visits per year by Chinese officials and other various Chinese individuals arranged by CUSEF. Individual strategies and outreach will vary based on the expertise of the individual, but will generally include arranging meetings, introductions, media opportunities, and speaking engagements.

BLJ will also support approximately 2-3 US visits by CUSEF board members during 2010. Such periodic visits will be determined by CUSEF pending schedule availability of the board members.

D) Tibet Factual Review

The issue of Tibet-China relations remains highly visible, but deeply misunderstood in the U.S. It is an issue that can be improved and even reversed in the public perception, but not overnight. Brown Lloyd James (BLJ) proposes that a strong, factual counter-narrative be introduced to defend and promote the actions of China within the Tibet Autonomous Region. By creating a factual account of the Chinese impact on Tibet and producing a report that eliminates the emotion from the situation, we believe we will have a strong platform from which to address critics of China.

BLJ has conducted the first stage of a textbook analysis, and will proceed with contacting editors and publishers once the CUSEF sponsored study is published and there is material with which to approach the relevant parties.

BLJ will assist CUSEF with the following campaign:

1. Initiate a short-medium term US campaign to influence key constituencies (politicians, academics & experts) as well as general public opinion regarding China's true efforts and intentions in Tibet
2. Change the debate about Tibet in the US to one that reduces the purely emotional arguments and promotes accurate, factual evidence.
3. Develop and promote a positive and cohesive narrative description of China's engagement and history with Tibet, noting the many educational, infrastructure, and other investments in the region.
4. Begin implementing a long-term strategy for better informing the next generation of US thought leaders about China-Tibet.

These goals will be accomplished by employing the following methods:

Publish a Tibet Taskforce Report in order to construct a positive and cohesive message as a basis for all discussion related to China-Tibet relations.

Target key districts where public opinion is most crucial on the issue and conduct a thorough media, arts, and culture campaign to educate these demographics

Undertake a long-term educational campaign to inform a younger generation of learners of the accurate history of China-Tibet relations.

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E) Former U.S. Congressmen Program

Former US government officials, such as Congressmen from the House and Senate, often remain very engaged in the political scene nationally and locally. Their expertise in how the US government operates gives them unique insight into the issues and challenges facing US politicians on a daily basis. As a result, they often retain close relationships with current politicians and serve as advisors to top companies in the Washington DC area, as well as in their local home states.

BLJ proposes expanding on the December 2009 pilot program for former US Congressmen to visit China. Former Congressmen can visit with current and former politicians in China, university professors and students, think-tanks, and businesspeople to deepen their understanding of China's peaceful development. Additionally, cultural activities and touring historic sites can also provide further context into the history of China's development. Such visits will also help inform Chinese officials and thinkers about America's perspectives of current domestic and foreign affairs issues that are relevant to China.

Following the visits, BLJ will work with the former Congressmen to create reports on their experiences that will be distributed to politicians, experts, and other relevant individuals and organizations in the US. BLJ will also explore securing media coverage surrounding the visits.

Time Schedule: Brown Lloyd James proposes arranging 1-2 trips in 2010, with participants chosen based on their seniority and relevance to US-China relations during their time in Congress, as well as their open-minded perspective to China. We recommend one trip with 4-6 former House Representatives in the spring of 2010, and a subsequent trip with 4-6 former Senators in the fall of 2010.

Note: Implementation of the proposed Former Congressmen Trips to China is subjected to approval of CUSEF on project basis.

F) Religious Freedom Program

BLJ proposes that a trip for religious and cultural leaders such as xyz to visit China and explore themes of ethnic diversity, religious tolerance, and cultural celebration. The leaders can meet with their counterparts in China and explore points of common interest and the road ahead. They can also tour historic sites, view cultural performances, and visit museums to gain a deeper understanding into Chinese culture.

Time Schedule: Brown Lloyd James recommends arranging at least one trip a year with select participants being chosen to join a trip to Tibet with journalists at a future date. Please note price is subject to change based on airline ticket changes.

Note: Implementation of the proposed Religious Freedom Trip to China is subjected to approval of CUSEF on project basis.

G) Website

BLJ will offer general strategic guidance and recommendations for a redesigned CUSEF website under the general terms of our contract.

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BLJ will assist CUSEF by participating in detailed strategy meetings, managing day-to-day relations with web designers, overseeing development of the website from a US point of view, outreach to third-parties for support and involvement, and preparing & revising launch content in English.

Finally, post-launch, BLJ can offer continuous US-based daily support for maintaining and updating the website with new content. This would include liaising with third-parties for content (endeavor to secure 30 exclusive Op-Eds per year commencing on the Web site launch date), aggregating news and providing analysis and summaries, sourcing contributions from well-known American experts and journalists, drafting content in English, and providing daily strategy & advice on content suggestions, amongst other activities. These post-launch efforts would fall under the scope of conducting project management for the website and can be conducted for an additional project fee once the fixed scope of work is agreed upon.

H) Strategic Advice

BLJ will continue to provide strategic advice on the US market for the Foundation. This will include senior level involvement in engaging in periodic discussions with Foundation leadership, including the Chairman and CEO, as well as preparing strategic advice on broad opportunities- and potential concerns- for enhanced US-China relations. BLJ will provide an annual strategic overview (subject to quarterly review) that plans out the media engagement direction for the Foundation.

BLJ will also work with the China-U.S. Exchange Foundation on building and enhancing its resources and establishing a U.S. presence for the Foundation.

U.S. Presence: BLJ would be pleased to serve as a representative office for the China-U.S. Exchange Foundation, thereby establishing a U.S. presence for interested parties and media to use as a resource.

BLJ would be able to distribute newsletters to third-party supporters and key partners in the United States, as well as enlist supporters to draft items for the newsletter on the importance of U.S.-China engagement and understanding.

The additional costs associated with this service may include any costs incurred for the purpose of mailing distributions and communication fees.

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