

For Six Month Period Ending 3/31/10
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

Ruder Finn Inc

(b) Registration No.

1481

(c) Business Address(es) of Registrant

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name Position Date connection ended

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name Residence address Citizenship Position Date assumed

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No N/A

If yes, identify each such person and describe his service.

(b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name Position or connection Date terminated

(c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

Name Residence address Citizenship Position Date assumed

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes No N/A

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name of foreign principal

Date of termination

El Al Israel Airlines

8/31/09

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

Air France
Bay Gardens Resorts
Jamaica Tourist Board

NOUAMIS A.G.
Swiss Private Bankers Assoc.
Tourism Development + Investing Company
(TDIC)

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³ Yes No
Exhibit B⁴ Yes No N/A

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:

See Attached

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

⁵ The term "political activities" means any activity that 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.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

Date	From whom	Purpose	Amount
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See Attached

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D⁸ to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
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See Attached

Total

(b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Internet
- Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) _____

21. What language was used in the informational materials:

- English
- Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes No

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Type or print name under each signature¹³)

4/26/10

RTF-

Peter Finn CEO

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¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.



U.S. Department of Justice
National Security Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL
STATEMENT - PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

Short Form List for Registrant: Ruder Finn, Inc.

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Bloomgarden	Kathy	04/09/1986		NSD/CES/REGISTRATION UNIT 2010 MAY -5 AM 10: 15
Donovan	Eve Gallaudet	10/29/2002		
Essen	Jennifer	10/28/1999		
Ferris	Robert D.	11/01/1993		
Kalson	David	04/27/2000		
Katzive	David H.	04/27/1990		
Moaney	Gail L.	04/29/1998		
Polskin	Philippa	05/03/1993		
Smirnoff	Susan Charles	08/04/1980		
Walton	Franklin J.	04/27/1990		
Schubert	Michael	04/24/1997		
Harnaga	Edward	11/05/2009		

Department of Justice Report
For the six months ended 03/31/10
Fees received

Name	<u>Amount</u>
Tourism Development and Investment Company	\$ 337,500.00
Jamaica Tourist Board	\$ 480,259.55
El Al Airlines	\$ 5,000.00
BayGarden Resort	\$ 19,050.00
Swiss Banker Association	\$ 90,000.00
Air France	\$ 99,600.00
Novartis A.G.	\$ 222,260.50
	<u>\$ 1,253,670.05</u>

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RUDER FINN EXPENSES
October 1, 2009-March 31, 2010

Air France - \$8768.49

Bay Gardens Resorts - \$3210.97

El Al Israel Airlines - \$195.59

Jamaica Tourist Board- \$410,016.09

Novartis, A.G. -\$16,592.39

Swiss Private Bankers association - \$15,388.49

Tourism Development and Investing Company (TDIC) – \$269,147.34

RUDER FINN, INCORPORATED
Schedule of Publications on Behalf of **Air France**

For six month period ending March 31, 2009

Description of Publications	By Whom Written, Edited or Prepared	By Whom Printed, Produced, Published	By Whom Distributed
Air France Auction of 380 Seats Begins Today on Airbus A380 Inaugural Flights	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Air France September 2009 Traffic	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Air France Chosen as Favorite Company for Junior Executives from Business Schools	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Arrival of the First Airbus A380 in the Air France Fleet	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Air France Launches the Lightest and Most Comfortable Short-Haul Seat in the World	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Aid and Assistance in Haiti: Air France Increases its Frequencies to Santo Domingo	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **Air France**:

1. Media Relations
2. Special Events/Gateway Launches
3. Press Trips
4. Crisis Communications
5. General Counsel

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**AID AND ASSISTANCE IN HAITI:
AIR FRANCE INCREASES ITS FREQUENCIES TO SANTO DOMINGO**

PARIS – January 21, 2010 – To facilitate access to Haiti, starting January 31, 2010, Air France will strengthen its regional Caribbean flight network with two additional frequencies to Santo Domingo departing from Pointe-à-Pitre and Miami. These frequencies will complete a basic schedule of nine direct weekly flights out of Paris to the Dominican Republic.

Ever since the terrible earthquake that hit Haiti on January 12, Air France has been providing human and material resources to provide aid and assistance with the rescue and evacuation operations.

Air France is actively involved in the repatriations organized by the French State. By January 20, a total of 450 people had been transported back to Metropolitan France aboard Air France flights.

The airline has also introduced special fares for NGO members and members of the Haitian community who wish to go to Haiti. These cheaper fares also include a higher baggage allowance and excess baggage discounts.

Air France has organized special cargo flights to Santo Domingo, ensuring that emergency equipment required by humanitarian organizations arrives.

Air France has been operating flights to Haiti since 1947 and employs both local and subcontracted staff. The Air France Foundation has regularly sponsored humanitarian projects.

Air France shares in the grief of the people affected by this tragedy and expresses its full solidarity with the people of Haiti.

About Air France

Air France, winner of the Gold Award for Eco-Friendly Airline of 2008 in Travel Weekly's annual Magellan awards and recipient of Aviation Week & Space Technology's "2006 Commercial Air Transport Laureate," was also named "2005 Airline of the Year" by Air Transport World. The Air France KLM group operates more than 2,470 daily flights out of Paris and Amsterdam to 242 destinations in 105 countries. Air France currently operates from 15 U.S. gateways and provides service from 125 U.S. cities through a code-share agreement with SkyTeam partner Delta. For more information or to purchase tickets, visit www.airfrance.com/us, call 1-800-237-2747 or contact your travel professional.

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U.S. Contacts:

Karen Gillo
Air France U.S.A.
212-830-4356
kagillo@airfrance.fr

Alexandra Valasek
Ruder Finn, Inc.
212-593-5825
valaseka@ruderfinn.com

RUDER FINN, INCORPORATED
Schedule of Publications on Behalf of Bay Gardens Resorts

For six month period ending March 31, 2009

Description of Publications	By Whom Written, Edited or Prepared	By Whom Printed, Produced, Published	By Whom Distributed
Saint Lucia's Bay Gardens Resorts Welcome Travelers With Huge Winter Savings	Ruder Finn	Ruder Finn	Ruder Finn
Saint Lucia's Bay Gardens Resorts Ideal For Group Travel, Sports Teams And Charity Events	Ruder Finn	Ruder Finn	Ruder Finn
Saint Lucia's Bay Gardens Hotel Offers Gift to Holiday Travelers	Ruder Finn	Ruder Finn	Ruder Finn
Saint Lucia's Bay Gardens Resorts Establish Haiti Relief Fund	Ruder Finn	Ruder Finn	Ruder Finn
Saint Lucia's Bay Gardens Resorts Launches Loyalty Program	Ruder Finn	Ruder Finn	Ruder Finn

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **Bay Gardens Resorts**:

1. Media Relations
2. Special Events
3. Press Trips
4. Crisis Communications
5. General Counsel

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FOR IMMEDIATE RELEASE

Saint Lucia's Bay Gardens Resorts Launches Loyalty Program

CASTRIES, SAINT LUCIA – March 10, 2010 – Bay Gardens Resorts, located in the heart of stunning Saint Lucia's entertainment and recreation center, Rodney Bay Village, has announced its new Bay Gardens Resorts Bonus Awards™ Program. Offering its most loyal customers the best deals, Bay Gardens Resorts will provide guests with unprecedented savings and special deals with this new program, which includes perks such as complimentary room upgrades, priority check-ins, discounted car rental rates, complimentary airport transfers, and more.

"We want to give back to our valued customers," said Bay Gardens Resorts Managing Director Joyce Destang. "With our new loyalty program, the more a guest stays with us, the more points they will earn. Not to mention the other bevy of benefits offered, from a complimentary bottle of champagne to a priority golf course tee time."

Guests accumulate 250 points for each night spent at any of the three properties - The Bay Gardens Beach Resort & Spa, Bay Gardens Hotel, and Bay Gardens Inn. The three levels of award cards are Silver, Gold, and Diamond; and represent 1,000, 2,500 and 5,000 points respectively.

For more information about the Bay Gardens Resorts Bonus Awards™ Program, visit:
www.baygardensresorts.com/loyaltyprogram

About Bay Gardens Resorts

Bay Gardens Resorts was founded in 1995 and consists of the award-winning Bay Gardens Hotel, Bay Gardens Inn and the collection's newest addition, the spectacular four-star Bay Gardens Beach

Resort & Spa. The resort group offers several amenities including five restaurants, spa, gym, water sports, a dive shop, Saint Lucia's only anti-aging clinic and the *stay at one, play at three* option.
www.baygardensresorts.com

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Contact

Dan Guarino

212.715.1535

guarinod@ruderfinn.com

RUDER FINN, INCORPORATED
 Schedule of Publications on Behalf of **Jamaica Tourist Board**

For six month period ending March 31, 2010

Description of Publications	By Whom Written, Edited, or Prepared	By whom Printed Produced, Published	By Whom Distributed
Jamaica Winter Packages	Ruder Finn	Ruder Finn	Ruder Finn
Travel + Leisure's Best Caribbean Spas 2009	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Benefits From Partnership With Expedia	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Supports Waterkeeper Alliance	Ruder Finn	Ruder Finn	Ruder Finn
Fall Development Update – Infrastructure and Attractions	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Winter Rescue	Ruder Finn	Ruder Finn	Ruder Finn
JAPEX 2010	Ruder Finn	Ruder Finn	Ruder Finn
Get Up and Go Jamaica	Ruder Finn	Ruder Finn	Ruder Finn

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **Jamaica Tourist Board**:

1. Media Relations
2. Special Events
3. Crisis Communications
4. General Counsel

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JAMAICA

Contact:

Lyndon Taylor
Ruder Finn, Inc.
1-877-JTB-NEWS
jtbnews@ruderfinn.com

FOR IMMEDIATE RELEASE

TRAVELERS ENCOURAGED TO GET UP AND GO TO JAMAICA

*National Airline Air Jamaica Announces Special Sales Fares
From North American Gateways to Jamaica*

KINGSTON, JAMAICA – January 8, 2010 – Travelers looking to beat the frigid temperatures can now escape to Jamaica at an affordable price, following the announcement of the national airline, Air Jamaica's "Get Up & Go" sale. The sale fares, available for purchase until January 14, 2010, are valid for travel during two travel periods: January 9 – February 28, 2010 and March 1- 31, 2010.

Sale fares are valid for both Lovebird Economy and Lovebird Executive classes. All fares are round-trip. Government taxes and fees are additional. Conditions regarding black-out periods, cancellations and other charges apply.

This special sale follows on the heels of the destination's launch of its *Jamaica Winter Rescue Program* which offers travelers an opportunity to beat the cold and soak up the warmth of the island paradise.

Sample fares for travel January 9 – February 28, 2010 between Jamaica and the following cities include:

	Lovebird Economy / Lovebird Executive
• Jamaica and Orlando / Fort Lauderdale	\$178 / \$228 roundtrip
• Jamaica and New York / Philadelphia / Baltimore	\$238 / \$313 roundtrip
• Jamaica and Chicago	\$258 / \$333 roundtrip
• Jamaica and Toronto	\$328 / \$403 roundtrip

Sample fares for travel March 1- 31, 2010 between Jamaica and the following cities include:

	Lovebird Economy / Lovebird Executive
• Jamaica and Orlando / Fort Lauderdale	\$128 / \$178 roundtrip
• Jamaica and New York / Philadelphia / Baltimore	\$198 / \$273 roundtrip
• Jamaica and Chicago	\$208 / \$283 roundtrip
• Jamaica and Toronto	\$278 / \$353 roundtrip

"We are excited about Air Jamaica's latest sale promoting travel to Jamaica, affording travelers a great opportunity to beat the chilly North American weather by escaping to sunny Jamaica," said John Lynch, Jamaica's Director of Tourism. "These special fares make it even more affordable for travelers looking to experience some of the island's upcoming events including the Jewish Diaspora Conference, Rebel Salute and the Jamaica Jazz & Blues Festival."

For more information on the *Jamaica Winter Rescue Program*, or to find out more about the events or festivals, go to www.visitjamaica.com. To book the "Get Up & Go" sale fare on Air Jamaica or learn about the airline's latest deals, visit www.airjamaica.com or call 1-800-523-5585.

About Jamaica Tourist Board

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. The JTB was declared the Caribbean's Leading Tourist and Convention Bureau by the World Travel Awards (WTA) from 2006 to 2009, while Jamaica earned the WTA's vote as the World's Leading Cruise Destination, the Caribbean's Leading Destination and the Caribbean's Leading Cruise Destination, also for the third consecutive year.

JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Düsseldorf, Barcelona, Rome, Amsterdam and Tokyo.

For details on upcoming special events, attractions and accommodations in Jamaica go to the Jamaica Tourist Board's Web site at www.visitjamaica.com, or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422).

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RUDER FINN, INCORPORATED
 Schedule of Publications on Behalf of
NOVARTIS, A.S.
 For six month period ending March 31, 2010

Description of Publications	By Whom Witten, Edited, or Prepared	By Whom Printed, Produced, Published	By Whom Distributed
Novartis MDx holiday card	Ruder Finn	N/A	Novartis Molecular Diagnostics
Novartis MDx Tri-Conference one page ad	Ruder Finn	Tri-Conference Organizers	Tri-Conference Organizers
Novartis MDx factsheet for BD&L event	Ruder Finn	Ruder Finn	Novartis Molecular Diagnostics
Press release on NEHCRI Symposium, 10/19/2009. "Leading Dengue and TB scientists discuss new clinical research approaches and models of excellence for clinical research and trials in endemic regions"	Ruder Finn	Ruder Finn	Hugin and Ruder Finn
Press release on 12/11/2009. "Dr. Manos Perros named Director of the Novartis Institute for Tropical Diseases"	Ruder Finn	Ruder Finn	Novartis AG and Ruder Finn
Press release on 9/1/2009. "Novartis hosts scientific symposium in Philippines to review research approaches, clinical management, and growing presence of Dengue"	Ruder Finn	Ruder Finn	Hugin and Ruder Finn
Press release on 11/24/2009. "Novartis inaugurates large-scale US based cell-culture influenza vaccine manufacturing facility"	Ruder Finn	Ruder Finn	Novartis AG and Ruder Finn
Sandoz News Release, March 4, 2010, "Sandoz launches biosimilar Zarzio® (filgrastim)	Sandoz/ Ruder Finn	N/A	Sandoz

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in Sweden”			
Novartis News Release, December 18, 2009, “Novartis meningococcal vaccine Menveo® recommended for approval in the European Union for prevention of disease in adolescents and adults”	Ruder Finn/Novartis AG	N/A	Hugin
Novartis News Release, February 22, 2010, “Novartis receives FDA approval of Menveo®, a vaccine to prevent meningococcal disease”	Ruder Finn/Novartis AG	N/A	Hugin
Meningococcal Disease Fact Sheet (US)	Ruder Finn	Ruder Finn	Novartis AG
Menveo Fact Sheet (US)	Ruder Finn	Ruder Finn	Novartis AG
Novartis News Release, March 18, 2010, “Novartis receives approval in the European Union for Menveo®, first quadrivalent conjugate vaccine in the EU to help prevent meningococcal disease”	Ruder Finn/Novartis AG	N/A	Hugin
Meningococcal Disease Fact Sheet (EU)	Ruder Finn	Ruder Finn	Novartis AG
Menveo Fact Sheet (EU)	Ruder Finn	Ruder Finn	Novartis AG
Conjugate vs. Polysaccharide Vaccines Fact Sheet	Ruder Finn	Ruder Finn	Novartis AG
Meningococcal Disease in Europe Fact Sheet	Ruder Finn	Ruder Finn	Novartis AG
Meningococcal Disease and Travel Fact Sheet	Ruder Finn	Ruder Finn	Novartis AG
World Meningitis Day 2010 Third-Party Tactical Execution Guide	Ruder Finn	Ruder Finn	Novartis AG
Novartis.com Feature Story, “Good	Ruder Finn/Novartis AG	Novartis AG	Novartis AG

governance in economic crisis”			
Updated Malaria, Coartem, Coartem-Dispersible fact sheet as of 3-11-10	RF	RF	Novartis AG
Novartis student contest “World Briefing: Telling the Malaria Story” Web site text posted online May 15, 2010	RF	Malaria No More	Novartis AG
Updated China Partnership Film March, 2010	RF	RF	Novartis AG
Blog Entry “A biting Chance” - January 15, 2010	RF	United Against Malaria	Novartis AG
Blog entry “A small sip of success for Angola” - February 16, 2010	RF	United Against Malaria	Novartis AG
Blog Entry “Bringing Together Leaders from across the world to share best practices in malaria control” - April 1, 2010	RF	United Against Malaria	Novartis AG

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months , Ruder Finn was engaged in the following activities on behalf of: *NOVARTIS AG*

1. *Public Affairs Counsel*
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

RUDER FINN, INCORPORATED

Schedule of Publications on Behalf of

SWISS PRIVATE BANKERS ASSOCIATION
For six month period ending March 31, 2010

<u>Description of Publications</u>	<u>By Whom Written, Edited, or Prepared</u>	<u>By whom Printed Produced, Published</u>	<u>By Whom Distributed</u>
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All materials created by the Ruder Finn team.

- Conducted ongoing client call on a semi-regular basis
- Conducted ongoing media monitoring and analysis
- Created an analysis of US based media coverage from January to October 2009
- Pitched local media for client trip to the US
- Hosted clients during their trip to the US in December (Washington, DC and New York City), accompanied clients to media meetings
- Followed up with all reporters and debriefed clients
- Conducted analysis of blogs and online news sources to rank top sites by level of importance
- Ruder Finn staff traveled to Switzerland (Zurich and Geneva) in order to present next steps for PR for 2010
 - Followed up Switzerland meeting to identify timing and immediate next steps
- Drafted outline and helped create opinion piece to be disseminated by clients. Piece was ultimately not published by media.

2010 MAY -5 AM 10: 16

NSD/CES/REGISTRATION
UNIT

RUDER FINN, INCORPORATED
Schedule of Publications on Behalf of
Tourism Development + Investment Company (TDIC)
For six month period ending March 31, 2010

Description of Publications	By Whom Written, Edited, or Prepared	By whom Printed Produced, Published	By Whom Distributed
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<i>Abu Dhabi to Inaugurate the First Exhibition</i>	<i>Ruder Finn</i>		
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2010 MAY -5 AM 10: 16

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of:

Tourism Development & Investment Company

Abu Dhabi, UAE

Activities: October 1, 2009 - March 31, 2010

- 1. PR activities in support of the Saadiyat Island Cultural District, including holding weekly conference calls, drafting press kit materials and outreach to U.S. media**

NEWS RELEASE Abu Dhabi to Inaugurate the First Exhibition
in the Middle East of Masterpieces from the Permanent
Collection of the Guggenheim Museum

The Guggenheim: The Making of a Museum is the Premiere Exhibition Organized by TDIC in Collaboration with the Solomon R. Guggenheim Foundation Leading up to the Opening of the Guggenheim Abu Dhabi Museum

(ABU DHABI, UAE and NEW YORK, NY – November 16, 2009) – More than fifty masterful paintings from the collection of the Solomon R. Guggenheim Museum in New York, representing the work of over forty of the most important artists of the twentieth century, will be on view in Abu Dhabi from November 17, 2009, to February 4, 2010 in the exhibition *The Guggenheim: The Making of a Museum*. The exhibition is presented under the patronage of His Highness General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces.

The Guggenheim: The Making of a Museum will be on view in Gallery One at the Emirates Palace, Abu Dhabi. Key works from the Solomon R. Guggenheim Museum's collection featured in the exhibition will include Paul Cézanne's *Bend in the Road Through the Forest* (1873–75), Willem de Kooning's *Composition* (1955), Vasily Kandinsky's *Decisive Rose* (1932), Paul Klee's *New Harmony* (1936), Piet Mondrian's *Composition 8* (1914), Robert Motherwell's *Elegy to the Spanish Republic, No. 110* (1971), and Jackson Pollock's *Untitled (Green Silver)* (ca. 1949).

"This exhibition is an important opportunity to share these legendary works with the people of the UAE, and to provide a flavor of the experience visitors will have at the Guggenheim Abu Dhabi Museum, which will feature the finest examples of modern and contemporary works from around the world," said His Excellency Sheikh Sultan bin Tahnoon Al Nahyan, Chairman of Tourism Development & Investment Company (TDIC). "*The Guggenheim: The Making of a Museum* is an important chapter of Abu Dhabi's ongoing cultural program supporting Abu Dhabi's long-term vision of establishing the capital of the UAE as an international hub for arts and culture."

The Guggenheim: The Making of a Museum is the first exhibition to be organized by the Solomon R. Guggenheim Foundation in collaboration with (TDIC) as part of a program of art and cultural development leading up to the opening of the Guggenheim Abu Dhabi

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Museum. Accompanying the exhibition will be a full program of educational presentations.

“The presentation of this exhibition is truly an exceptional event that marks an important historic milestone and looks forward to the future,” said Richard Armstrong, Director of the Solomon R. Guggenheim Foundation and Museum. “We celebrate the past, because this exhibition marks the 50th Anniversary of the opening of the Guggenheim Museum in New York, but we also look ahead toward the opening of the Guggenheim Abu Dhabi Museum. This exhibition is one of the first fruits of the Guggenheim’s exciting collaboration with Abu Dhabi and a sign of the tremendous potential of this partnership.”

A rich roster of educational programming accompanies the exhibition, including the panel discussion *From Private to Public: Patronage and the Museum in the Modern Era*, moderated by Richard Armstrong, and featuring international art world leaders.

Additional programs include: a lecture on the early history of the Guggenheim Museum with Karole Vail, Assistant Curator, Guggenheim Museum; a conversation with *The Guggenheim: The Making of a Museum* co-curators Susan Davidson, Senior Curator of Collections and Exhibitions, Guggenheim Museum, and Valerie Hillings, Associate Curator of Collections and Exhibitions, Abu Dhabi Project, Guggenheim Foundation. Also the program will feature a film screening and lecture on the topic of Abstraction in Motion with John G. Hanhardt, Curator, Nam Jun Paik Archive and Consulting Curator of Film and Media Arts, Smithsonian Museum of American Art; a forum and workshop on museum-school partnerships; and a number of programs for children and families.

The Guggenheim Abu Dhabi, which will open in 2013 as part of Abu Dhabi’s Saadiyat Island Cultural District, is being founded to fulfill an educational mission centered on the art of today. The museum will be housed in a distinctive building designed by Frank Gehry, one of the world’s most renowned contemporary architects. Like the Guggenheim in New York, the Guggenheim Abu Dhabi will build a permanent collection that reflects a specific point of view about the art of our time, namely its essentially global orientation. The new museum will include not only key examples of Western art, but also the rich and diverse fields of African, Asian, South American, and Middle Eastern art in the twentieth and twenty-first centuries.

Exhibition Overview

The Guggenheim: The Making of a Museum charts the history of the Guggenheim’s collection from 1929, when American businessman Solomon R. Guggenheim began to actively acquire modern art, to 1959, when the landmark Frank Lloyd Wright–designed museum building bearing the founder’s name opened to the public. The works in the show reflect the particular emphases of the collection and exhibition program during these formative years, thereby calling attention to the ways in which the time period,

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place, and individuals involved in the making of a museum have an impact on the mission of the institution. In this way, the exhibition also points toward the future Guggenheim Abu Dhabi Museum.

The exhibition explores the history of abstract painting in Western art during the first half of the twentieth century. The pictures in the first three sections of the show, many of them drawn from the Solomon R. Guggenheim Founding Collection, represent a particularly fertile period in art history. During the last two decades of the nineteenth century and the first two decades of the twentieth century, artists associated with the most important movements in the West—among them Post-Impressionism, Cubism, Expressionism, and Neo-Plasticism—broke with the traditional view that visual art should faithfully reproduce the visible world. These artists' pioneering styles opened up a number of new formal possibilities that radically transformed both the look and content of art and in so doing inaugurated the history of modern art in the West.

This presentation begins with Cézanne and Georges Seurat, who pushed the limits of representation even further than the Impressionists and helped to solidify the status of Paris as the leading center for experimental avant-garde art. These artists provide a context for a survey of the work of artists who contributed to the history of Cubism, which is widely regarded as the most innovative and influential artistic style of the twentieth century. Artists of various generations and nationalities mastered this revolutionary approach to painting, which fragmented objects and pictorial space into semitransparent, overlapping, faceted planes of pigment in order to show the spatial shift from different perspectives within the same time and space and to emphasize the canvas' real, two-dimensional flatness instead of conveying the illusory appearance of depth.

Cubism served as a point of departure for many twentieth-century artists who evolved their own, even more abstract visual languages. This part of the show examines the emergence of an entirely nonrepresentational art during this period by presenting the works of Kandinsky, František Kupka, László Moholy-Nagy, and Mondrian. A special section is dedicated to the impact of Kandinsky's works and theories about the spiritual and universal dimensions of purely abstract art on the early history of the Solomon R. Guggenheim Museum. Guggenheim's art advisor at that time, Hilla Rebay, described such art as nonobjective, a translation of the German adjective *gegenstandslos* (literally, without object), which she borrowed from Kandinsky's writings. Her passionate commitment to advancing nonobjective art shaped both her choice of works for Guggenheim's collection and the singular focus of the first New York art venue established by the Solomon R. Guggenheim Foundation, which opened in 1939 and was called the Museum of Non-Objective Painting.

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The second half of the exhibition considers the impact of early-twentieth-century abstraction and Expressionism, represented in the show by Kandinsky and Franz Marc, on painting in Europe and the United States in the decades immediately following World War II. In the late 1940s and 1950s, artists working on both continents emphasized spontaneous execution over planned composition in paintings often characterized by heavily articulated surfaces. In Europe, Jean Dubuffet and an association of artists from Copenhagen, Brussels, and Amsterdam known as CoBrA turned to alternative artistic practices such as graffiti and the art of children as sources of inspiration for their highly expressive, semi-figurative paintings. In addition to their work, the show includes pictures by leading Paris-based artists who in the 1950s produced entirely abstract paintings defined by an emphasis on gestural brushstrokes, a looseness of form, and an improvisational sensibility, an approach historically referred to as Art Informel. This work had many affinities with contemporaneous developments in New York, which emerged as a leading avant-garde art center at this time.

Beginning in the late 1940s, artists such as de Kooning, Adolph Gottlieb, and Pollock began producing abstract paintings characterized by loose brushwork and a belief in the role of the individual's subconscious thought in the process of making art. Pictures by these three artists as well as other leading Abstract Expressionists such as Mark Rothko are featured in the exhibition's final section, which provides a rich overview of this watershed chapter in the history of twentieth-century abstract painting in the West.

This serves as a fitting endpoint to the presentation, as many of these artists and some of these paintings were included in the Solomon R. Guggenheim Museum's inaugural exhibition in 1959. By that time, the range of art acquired and exhibited by the Guggenheim had expanded beyond its early emphasis on nonobjective painting, and the institution had begun to signal its interest in a more global orientation through, among other means, the establishment of the biennial Guggenheim International Award in 1956. Even as the Guggenheim underwent these changes, it continued to collect artworks and mount exhibitions that testified to the enduring power of abstraction, a reflection of the institution's ongoing commitment to its founding mission to educate the public about modern and contemporary art.

Catalogue

The exhibition is also accompanied by a fully illustrated, hardcover, bilingual catalogue (Arabic and English). The 192-page book includes a chronology of the Guggenheim from 1929 to 2009, an essay detailing the three decades (1929–59) leading up to the opening of Frank Lloyd Wright's museum building, and texts on the developments in art history and the achievements of the featured artists.

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About TDIC

Tourism Development and Investment Company (TDIC) is a master developer of key cultural, residential, and tourism destinations in Abu Dhabi. The principal goal of its cultural program, up to and including the creation of the Saadiyat Island Cultural District—the world’s largest single concentration of premier cultural institutions—is to establish an international platform in the UAE for arts and culture.

Unprecedented in scale and scope, the Saadiyat Island Cultural District will include museums such as Zayed National Museum, Louvre Abu Dhabi, and the Guggenheim Abu Dhabi Museum, all due for completion in 2013. Education is essential to fulfilling TDIC’s mission, and this initiative provides opportunities for the local and regional community to participate in programming of the highest quality; to be engaged in the city’s urban, cultural, and artistic development; and to develop professional skills and knowledge through a dialogue with representatives from the world’s leading cultural organizations.

Alongside the Cultural District project, TDIC presents a diversified program of art exhibitions, events, and talks aimed at all levels to further engage audiences in the arts.

About the Solomon R. Guggenheim Foundation and Museum

Founded in 1937, the Solomon R. Guggenheim Foundation is dedicated to promoting the understanding and appreciation of art, architecture, and other manifestations of visual culture, primarily of the modern and contemporary periods, and to collecting, conserving, and studying the art of our time. The foundation realizes this mission through exceptional exhibitions, education programs, research initiatives, and publications, and strives to engage and educate an increasingly diverse international audience through its unique network of museums and cultural partnerships. Currently the foundation owns and operates the Solomon R. Guggenheim Museum on Fifth Avenue, New York City; the Peggy Guggenheim Collection on the Grand Canal in Venice, Italy; and provides programming and management for two other museums in Europe that bear its name, the Guggenheim Museum Bilbao in Spain and the Deutsche Guggenheim in Berlin. With nearly three million annual visitors worldwide, the Guggenheim and its network of museums is one of the most visited cultural institutions in the world. In 2013 the Guggenheim Abu Dhabi Museum, a museum of modern and contemporary art designed by architect Frank Gehry, is scheduled to open.

For further information please visit artsabudhabi.ae, guggenheim.org, or tdic.ae.

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