

DEPARTMENT OF JUSTICE  
REC-10469  
OCT 15 9 26 AM '75

REGISTRATION UNIT  
CRIMINAL DIVISION

EXHIBIT A

TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

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 Ellis Associates 415 Lexington Avenue, New York, N.Y. 10017	2. Registration No. 2617
3. Name of foreign principal South African Tourist Corporation 610 Fifth Avenue, New York, N.Y. 10020	4. Principal address of foreign principal South African Tourist Corp. Arcadia Center, Private Bag X164 Pretoria, South Africa

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  Committee
    - Corporation  Voluntary group
    - Association  Other (specify) Government-financed corporation
  - 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.

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

- a) Principal address
- b) Name and title of official with whom the 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

Tourism promotion

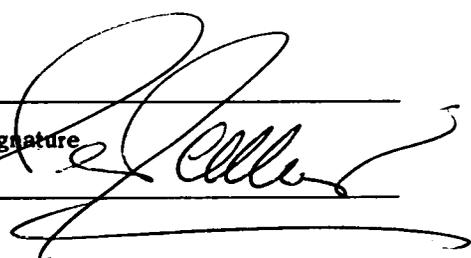
b) Is this foreign principal

- 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.)

The South African Tourist Corporation is wholly owned, controlled and financed by the Government of the Republic of South Africa -- as an operationally separate entity solely focused on promotion of tourism to South Africa.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A Oct. 8, 1975	Name and Title Peter J. Celliers, Senior Partner	Signature 
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Form DEFECIVED  
(REVISED 30-67)  
OCT 15 9 26 AM '75

Budget Bureau No. 43-R435  
Approval Expires Oct. 31, 1976

REGISTRATION UNITED STATES DEPARTMENT OF JUSTICE  
CRIMINAL DIVISION Washington, D.C. 20530

EXHIBIT B

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

Name of Registrant	Name of Foreign Principal
ELLS ASSOCIATES	SOUTH AFRICAN TOURIST CORPORATION

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 two 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 two 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 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.

The agreement covers marketing counsel, press contacts and the preparation and dissemination of press releases -- all designed to popularize South Africa as a tourist destination for U.S. citizens.

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

See #14

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act? <sup>1/</sup> Yes  No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
Oct. 8, 1975	peter J. Celliers Senior Partner	

<sup>1/</sup> Political 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.

Suid-Afrikaanse Toeristekorporasie

South African Tourist Corporation

Rockefeller Center, 610 Fifth Avenue  
New York, N.Y. 10020  
Tel. (212) 245-3126  
DEPARTMENT OF JUSTICE

Date August 28 20 1975

Reference Number REGISTRATION UNIT  
CRIMINAL DIVISION



Mr. Peter J. Celliers  
Ellis Associates  
415 Lexington Avenue  
NEW YORK, N.Y. 10017

Dear Mr. Celliers,

This will confirm understanding reached this day with Ellis Associates, appointing you to undertake press relations services for the South African Tourist Corporation in the United States:

1. You will prepare two feature releases a month derived from information and photos to be supplied by SATOUR and arrange for their distribution at our charge to the consumer press and, incidentally, to the travel trade press.
2. You will prepare an average of three general news releases of not less than three A4-size pages each every two months derived from information and photos to be supplied by SATOUR and arrange for their distribution at our charge to the travel trade press and, where appropriate, also to selected consumer media.
3. You will arrange local interviews for travelling SATOUR staff with press, radio and television at an average of two destination points per month.

You will personally handle or supervise execution of the above activities.

4. You will be available to the SATOUR general manager and staff for consultation as needed and will maintain independent contact with travel editors, writers, photographers and others to generate interest in reporting on South African tourism -- this for an average of two days per month in total.

(2/ . . .)



Since our Los Angeles office will primarily seek your press relations counsel, it is expected that you will be available to the head of that office by phone as necessary under section (4) above. In the event of active services being required on the West Coast, you will make available members of your West Coast staff at a supplementary charge of \$30 an hour.

In the event of your own time being required by additional projects or assignments beyond the specifications above, as shown in a quarterly tally, SATOUR will pay a reduced rate of \$250 a day for your services. Additional staff time in the New York office, calculated monthly, will be charged at a reduced rate of \$21.50 an hour.

The exception to the above is for preparation of a bi-monthly newsletter running to four pages of text and illustration. With our information and photos, your charge for compilation, rough layout and supervision of the printing will be \$650. You will charge an additional \$275 to arrange for and supervise distribution of the Newsletter.

For the services specified in numbered sections (1), (2), (3) and (4) above, you are to receive a monthly fee of \$1,565 payable in advance on the first of each month for which you will submit an invoice monthly. You will additionally be reimbursed for reasonable out-of-pocket expenses including long-distance telephone charges as these are billed to you, without override commission. Expenses in excess of \$50 should where possible be approved in advance by the undersigned or his deputy. Reimbursement will be made monthly in arrears within 10 days of presentation of invoice and supporting vouchers.

The agreement outlined above will remain in force until 31st March 1976. It will then be subject to re-evaluation as regards both fee and services. Any subsequent agreement or the continuation of the present agreement will thereafter be for a period of one year, automatically renewable failing cancellation in writing by either party on 90 days' notice.

Please find enclosed our check in the amount of \$782.50 representing fee for the period August 15 to 31, 1975.

Sincerely,

L. GOULD  
General Manager, North America

AGREED:

Date \_\_\_\_\_

For Ellis Associates  
Peter J. Celliers  
Partner