

OMB NO. 1124-0003; Expires February 28, 2014

U.S. Department of Justice  
Washington, DC 20530

**Amendment to Registration Statement  
Pursuant to the Foreign Agents Registration Act of  
1938, as amended**

**INSTRUCTIONS:** File this amendment form for any changes to a registration. Compliance is accomplished by filing an electronic amendment to registration statement and uploading any supporting documents at <http://www.fara.gov>.

**Privacy Act Statement.** The filing of this document is required for 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 the 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 1.5 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  Daniel J. Edelman Inc.	2. Registration No.  3634
---	---------------------------------

3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To give a 10-day notice of change in information as required by Section 2(b) of the Act.
- To correct a deficiency in
- Initial Statement
- Supplemental Statement for the period ending \_\_\_\_\_
- Other purpose (*specify*) \_\_\_\_\_
- To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list:

Bombardier, Inc. - Exhibit B - Statement of Work #2

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (*If space is insufficient, a full insert page must be used.*)

This statement of work extends the contract through January 31, 2012.

Formerly CRM-158

FORM NSD-5  
Revised 03/11

**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)

(Print or type name under each signature or provide electronic signature<sup>1</sup>)

September 02, 2011

/s/ Randall Corley

eSigned

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

<sup>1</sup> 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.

**EXHIBIT B**

**STATEMENT OF WORK #2 (SOW #2)**

Exhibit B shall be governed by the terms and conditions of the letter of agreement between Bombardier Inc. ("Client") and Daniel J. Edelman, Inc., doing business as Edelman ("Edelman") dated April 22, 2010 (the "Agreement").

Client and Edelman agree to replace Exhibit A in its entirety by Exhibit B. All the terms and conditions of the Agreement shall remain the same.

**Services**

Edelman shall continue to perform the following Services:

Edelman will provide communications support for corporate public relations activities in 2011.

**Objective:** Increase awareness and understanding of Bombardier among institutional investors

**Tactics:**

Work Stream	Scope
<p><b>1. Messaging</b></p>	<ul style="list-style-type: none"> <li>• Develop a compelling narrative for Bombardier that reflects the company's strength in both aerospace and transportation</li> <li>• Conduct in-depth audit of existing research, corporate materials and the media, competitive and third-party landscapes</li> <li>• Develop core messaging to inform all future communications</li> <li>• Develop resources to help align investor relations efforts</li> <li>• Conduct spokesperson message training as appropriate</li> </ul>
<p><b>2. Media Relations</b></p>	<ul style="list-style-type: none"> <li>• Develop proactive media relations strategy that delivers in-depth media coverage and communicates a holistic story about Bombardier</li> </ul> <p><i>Proactive storyline development</i></p> <ul style="list-style-type: none"> <li>• Create storylines and identify media targets across aviation, rail transportation, environmental, technology and innovation, public policy and access</li> <li>• Provide ongoing media outreach to supply a steady stream of briefings, relationship building opportunities and stories</li> <li>• Create media materials as appropriate</li> <li>• Monitor for coverage</li> <li>• Provide staffing for interviews as appropriate</li> </ul> <p><i>Executive Profile-Building / Editorial Board Meetings</i></p> <ul style="list-style-type: none"> <li>• Pursue media opportunities to raise the visibility of Bombardier CEO Pierre Beaudoin</li> <li>• Schedule meetings for CEO Pierre Beaudoin with target top-tier editorial boards</li> </ul>
<p><b>3. Speaking Engagements</b></p>	<ul style="list-style-type: none"> <li>• Identify speaking opportunities at top-tier environment, industry, CEO and tech conferences for senior executives to tell Bombardier's story</li> <li>• Develop key internal communications presentations and executive briefing materials as appropriate</li> </ul>

<b>4. Thought Leadership</b>	<ul style="list-style-type: none"><li>• Partner with internal Bombardier resources to mine existing data and identify new thought leadership opportunities</li><li>• Provide counsel on thought leadership platforms and content that will further elevate the company's profile</li></ul>
<b>5. Digital Media</b>	<ul style="list-style-type: none"><li>• Work with internal IT resources to create an interactive portal on Bombardier's Web site to share content that aligns with and communicates the company story</li><li>• Regularly develop content explaining the latest news and technology at Bombardier, its connectivity to favorable global trends and impact on everyday lives</li></ul>
<b>6. Account Management</b>	<ul style="list-style-type: none"><li>• Regularly aggregate and package corporate media clips</li><li>• Provide bi-monthly account updates</li><li>• Hold quarterly strategy sessions</li></ul>

**Term**

February 1, 2011 through January 31, 2012.

**Budget**

Edelman shall bill at the end of each month, an amount of \$20,000 ("Retainer"). The Retainer shall compensate Edelman for performance of the Services during that month. Edelman shall provide Client with a monthly detailed activity report listing all tasks, meetings, activities performed by Edelman along with its corresponding billing.

Client shall pay Edelman for all expenses as incurred by Edelman in performing the services. In addition, Client shall pay a monthly charge equal to 3% of monthly fees for internal expenses as set forth in the Agreement.

SOW #2 ACCEPTED AND AGREED TO ON THIS 28 DAY OF June, 2011.

**BOMBARDIER, INC.**

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Daniel Desjardins  
Title: Senior Vice President and General Counsel

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

John Paul Macdonald  
Title: Senior Vice President,  
Human Resources and Public Affairs

**DANIEL J. EDELMAN, INC.**

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Shellie Winkle  
Title: General Manager, Corporate &  
Financial Communications