

For Six Month Period Ending SEP 30 2008
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.

Daniel J. Edelman, Inc. 3657

(c) Business Address(es) of Registrant

1500 Broadway
New York, NY 10036

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 checked="" type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input checked="" 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.

N/A

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

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

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

Please refer to Attachment E

(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

Please refer to Attachment F

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

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

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.

- ① Office of the Japanese Consel General
- ② Abu Dhabi Future Energy Company (trading name of Masdar)
- ③ Invest Northern Ireland

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

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:

Please refer to Attachment A

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.

Abu Dhabi Future Energy Company (trading name of Masdar)

- ① Edelman coordinated and supported one-on-one meetings with Masdar and the following representative:

- Secretary Ian Bowles, Executive Office of Energy and Environmental Affairs, State of Massachusetts
- Ed Markey, Congressman, State of Massachusetts
- Greg Walden, Congressman, State of Oregon

- ② Edelman arranged for the CEO of Masdar to testify in front of the US House Select Committee on Energy Independence and Global Warming and provided on-site support

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 [X] 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

Please refer to Attachment B

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 [X]

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 [X] No []

If yes, furnish the following information:

Table with 4 columns: Name of foreign principal, Date received, Description of thing of value, Purpose. Rows include Masdar with items like Tiffany key rings, umbrellas, and a silver picture frame.

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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Please refer to Attachment C

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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Please refer to Attachment G.

^{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.

- ① Abu Dhabi Future Energy Company (trading name of Masdar)
- ② Invest Northern Ireland

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

Please refer to Attachment D

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

Yes, but with some exceptions. Edelman is taking steps to improve our procedures and internal controls related to FARA requirements, including label requirements for disseminated informational materials as required by Section 4(b) of the Act.

¹²The 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.

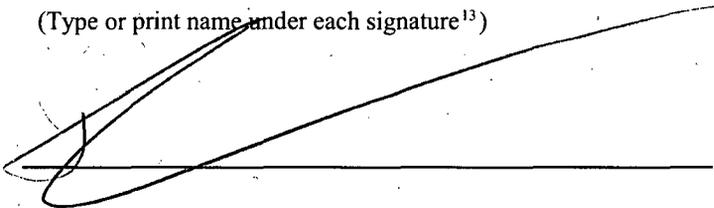
VI – EXECUTION

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)

October 30, 2008



Russell Dubner

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 TRIPPLICATE

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: Daniel J. Edelman, Inc.

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Heyman	Hope	05/27/2003		
Walrath	Bret	12/18/2000		
Litman	Joseph	10/04/2005		
Kuhn	Thomas	01/28/2008		
Moore	Tara	01/28/2008		
Robbins	Terri Lee	01/28/2008		
Samo	Amy	01/28/2008		
Zhang	Peter	01/28/2008		
Deri	Christopher	01/30/2008		
Yoo	Jennifer	01/30/2008		
Walrath	Christopher	01/30/2008		
Adashek	Jonathan	04/22/2008		
Brucia	Taryn	04/22/2008		
Caldwell	Erin	04/22/2008		
Field	Steven	04/22/2008		
Grundy	Mark	04/22/2008		
Herling	Elizabeth S.	04/22/2008		
Iacovella	Michael	04/22/2008		
Keith	Elizabeth Mallard	04/22/2008		
Kozel	Jennifer	04/22/2008		
Krempasky	Michael	04/22/2008		
Levy	David	04/22/2008		
Manson	Thomas Marshall	04/22/2008		
Marks	Andrew	04/22/2008		
McKellar	Kirstin	04/22/2008		
Misselbrook	Laura	04/22/2008		
Roy	Tristan	04/22/2008		
Sabnis	Shonali	04/22/2008		
Schneider	Maria	04/22/2008		
Strauss	Nathan	04/22/2008		
Swerdloff	Peter	04/22/2008		
Twine	Iain	04/22/2008		
Wasilik	Stephanie Justine	04/22/2008		
Williamson	Maria Conti	04/22/2008		
Woods	Jonathan	04/22/2008		
Young	Tamara J.	04/22/2008		
Dubrur	Russell	04/22/2008		
Beaty	Kelly	07/25/2008		

Please refer to Attachment E

Gutman
Holloway
Kalish
McCarthy
Shayo
Walotsky

Beata
Michael
Andrew
James Brendon
Michelle
Philip

07/25/2008
07/25/2008
07/25/2008
07/25/2008
07/25/2008
07/25/2008



U.S. Department of Justice

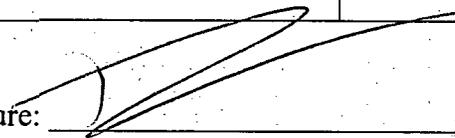
National Security Division

Washington, DC 20530

SECTION B

In addition to those persons listed in Section A, list below all current employees rendering services directly on behalf of the foreign principals(s) who have not filed short-form registration statements. (Do not list clerks, secretaries, typists or employees in a similar or related capacity). If there is some question as to whether an employee has an obligation to file a short-form, please address a letter to the Registration Unit describing the activities and connection with the foreign principal.

Name	Function	Date Hired
Please refer to Attachment F		

Signature:  Date: 10/30/08

Title: President

ATTACHMENT A
Activities for the Period of April 1, 2008 through September 30, 2008

Foreign Principal: Office of the Japanese Consul General

Services include:

- Media relations and cultivating media interviews
- Identifying and arranging speaking platforms for the Consulate General and senior officers of the Consulate
- Editing and preparing speeches, op-ed essays and other public relations materials
- Researching and analyzing topics requested by the Consulate
- General consulting on public relations

Activities include:

- Edelman completed its research project on U.S. media coverage of Japan by delivering a strategic analysis of research data to identify “best practices” in media relations. Activities included
 - Developed outreach strategies to influential reporters at *The Wall Street Journal* and *The Los Angeles Times* who have shown favorability to Japan
 - Formulated strategic media relations tactics to help the Ministry of Foreign Affairs convey its key messages to U.S. news reporters in creative ways, such as informal conversations with foreign correspondents and arranging third-party speaks to speak to reporters on the Ministry’s behalf
- Conducted an intensive media training workshop for Ambassador Ichiro Fujisaki in
 - Developed a specific training model for Mr. Fujisaki highlighting key issues in Japan’s international relations, and incorporating the Ambassador’s advanced experience in diplomacy and conducting media interviews.
 - Supported the training with on-camera digital taping and review of techniques following each practice interview.
- Reviewed communications initiatives at the Consulate General of Japan in New York. Topics included:
 - Potential topics for media training with Ambassador Fujisaki.
 - A potential opinion editorial (op-ed) about the Sea of Japan issue, including how to frame such an op-ed as an argument in favor of abandoning old debates and embracing a productive dialogue that focuses on the future of Asia.
- Discussed U.S.-based media strategy with Mr. Hideo Fukushima, Counsellor, Director of Public Affairs, Embassy of Japan in Washington, DC, and Mr. Misumi.
 - Edelman shared its perspectives on the U.S. presidential election and likely evolutions in U.S. foreign policy during the next presidential administration.
 - Edelman recommended that the Japan Ministry of Foreign Affairs consider an op-ed placement in a major American newspaper that compares and contrasts both countries’ leadership transitions and frames the Japan-U.S. relationship as critical to both countries’ future economic vitality.
- Developed a detailed outline of an op-ed piece under the signature of Prime Minister Taro Aso. The op-ed outline positions Japan in general, and its relationship with the U.S. in particular, as central to geopolitical stability.

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Name of Registrant: Daniel J. Edelman, Inc.
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- Monitored key media outlets for news items of special interest to the Consulate General of Japan in New York
- Held internal discussions on the implications of U.S. media coverage on the mission CGoJ, as well as opportunities to aid the Consulate's mission in the future.

Foreign Principal: Invest Northern Ireland

Services and activities included:

- Strategic Media Relations – Cultivated media interviews and coverage about Northern Ireland
 - April 8, 2008 – Distributed pitch titled: Good Friday Agreement 10th Anniversary - Sources Available
 - April 10, 2008 – Distributed pitch titled: Gordon Brown to Host Investment Conference in Belfast
 - April 23, 2008 – Distributed pitch titled: Northern Ireland Conference -- US CEOs Available for Interviews
- Influencer Outreach – Developed US-NI relationships
 - Arranged executive briefings for Northern Ireland officials with US-based executives
 - Secured media attendance for the US-NI investment conference in Belfast in May 2008
- Conducted ramp up and coordination surrounding October 30 salon lunch with Invest Northern Ireland
- Researched and visited potential venues for salon lunch
- Drafted attendee invitation and pitch letter
- Developed invite strategy and comprehensive list of potential attendees to invite to salon lunch
- Held discussions with representatives of California Governor Schwarzenegger's office about participation in event

Foreign Principal: Abu Dhabi Future Energy Company (trading name of Masdar)

April 2008

- Developed communications plan for MIT symposium
- Drafted two press releases for MIT symposium
- Developed speeches and talking points for Dr. Sultan to give at MIT symposium
- Conducted initial media outreach to schedule interviews around MIT symposium
- Coordinated influencer and media meetings for Dr. Jones' trip to Washington DC
- Drafted MIST student recruitment press release and incorporated Masdar's edits
- Researched full scholarship institutions for MIST outreach
- Developed speaking filter and recommendation process for speaking requests
- Provided recommendations on speaking requests and followed up with organizers to decline or accept opportunities
- Developed messages for Masdar communications

Name of Registrant: Daniel J. Edelman, Inc.
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- Coordinated and provided support for meeting with CH2M Hill
- Coordinated media interviews and influencer meetings around Living in a Low Carbon World
- Scheduled influencer meetings during Carbon Expo
- Researched speaking and sponsorship opportunities for Masdar
- Provided on-site team support throughout the month (Jonathan Adashek, Iain Twine and Kirstin McKellar)
- Coordinated the media interviews beyond announcements for Masdar spokespeople
- Continued monitoring for coverage of Masdar and provided weekly reports
- Conducted team calls three times a week to discuss ongoing activities

May 2008

- Continued follow up pitching for MIT Day, including placing an oped on MIST
- Researched and compiled a comprehensive media report to Masdar
- Drafted and distributed thank you letters to influencers, following meetings in Boston
- Coordinated media interviews during Dr. Jones' trip to Washington DC
- Scheduled meetings with influencers for Dr. Sultan at WEF event and staffed the event
- Assisted in follow-up from the event
- Developed communications plan for PV announcement
- Drafted materials for PV announcement, including press release and fact sheet
- Distributed PV announcement release and conducted follow up pitching to key media
- Provided media report on PV announcement coverage to Masdar
- Coordinated with the event lead to determine Dr. Sultan's role at Singapore International Water Week
- Began developing list of influencer meetings for Dr. Sultan's visit to Singapore (cancelled)
- Drafted Dr. Sultan's speech for King of Spain event
- Submitted list of recommended proactive speaking opportunities
- Provided recommendations on speaking requests and followed up with organizers to decline or accept opportunities
- Began developing a list of top-tier global influencers
- Coordinated various media interviews beyond announcements for Masdar spokespeople
- Continued monitoring for coverage of Masdar and provided weekly reports
- Conducted team calls three times a week to discuss ongoing activities

June 2008

- Secured Congressional testimony for Dr. Sultan
- Coordinated meetings with top influencers and media for Dr. Sultan's trip to DC for Congressional testimony
- Developed materials for Dr. Sultan's Congressional testimony and DC trip, including remarks, Q&As, backgrounders, briefing books, etc.
- Coordinated Masdar's participation in event at Buckingham Palace
- Developed materials for Buckingham Palace event
- Developed communications plan for Zayed Future Energy Prize announcement
- Drafted materials for Zayed Future Energy Prize announcement, including press releases and Q&As

Name of Registrant: Daniel J. Edelman, Inc.
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- Provided recommendations on speaking requests and followed up with organizers to decline or accept opportunities
- Coordinated various media interviews beyond announcements for Masdar spokespeople
- Continued monitoring for coverage of Masdar and provided weekly reports
- Conducted team calls three times a week to discuss ongoing activities
- Conducted weekly calls with Masdar to discuss ongoing activities

July 2008

- Finalized materials for event at Buckingham Palace
- Conducted regional media pitching for Buckingham Palace event
- Provided on site support for Buckingham Palace event
- Revised communications plan for Zayed Future Energy Prize communications
- Drafted materials for Zayed Future Energy Prize announcement, including press releases and Q&As
- Conducted global media pitching for Zayed Future Energy Prize announcement
- Provided on site support for Zayed Future Energy Prize announcement
- Provided recommendations on speaking requests and followed up with organizers to decline or accept opportunities
- Coordinated various media interviews beyond announcements for Masdar spokespeople
- Continued to build the Masdar influencer database
- Drafted a letter to Gov. Schwarzenegger requesting a meeting
- Traveled to Poland to visit potential venues for the Poznan event
- Continued monitoring for coverage of Masdar and provided weekly reports
- Resent communications tracking proposals for review and consideration
- Conducted internal team calls three times a week to discuss ongoing activities
- Conducted weekly calls with Masdar to discuss ongoing activities
- Began developing a revised communications plan based upon most recent SOW

August 2008

- Secured Masdar's participation in Copenmind conference
- Developed briefing materials for Copenmind conference
- Coordinated media interviews during Copenmind conference and staffed event
- Drafted alert for Zayed Future Energy Prize nomination deadline announcement
- Distributed Zayed Future Energy Prize nomination deadline announcement
- Developed materials and coordinated logistical details for German PV groundbreaking
- Conducted media outreach for German PV groundbreaking
- Traveled to Germany to provide on-site support for PV event
- Provided recommendations on speaking requests and followed up with organizers to decline or accept opportunities
- Coordinated various media interviews beyond announcements for Masdar spokespeople
- Continued to build the Masdar influencer database
- Began developing recommendations for the Masdar Kitchen Cabinet
- Provided recommendations for developing intellectual capital; working with potential vendors to obtain budget and additional information
- Presented a revised communications plan based upon most recent SOW
- Provided methodology and cost for refreshing Masdar Master Narrative

Name of Registrant: Daniel J. Edelman, Inc.
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- Continued monitoring for coverage of Masdar and provided weekly reports
- Conducted internal team calls three times a week to discuss ongoing activities
- Conducted weekly calls with Masdar to discuss ongoing activities
- On an ongoing basis, update the Masdar calendar to share with the team
- Sent a revised Edelman team contact sheet and vacation schedule

September 2008

- Provided on-site support at the Copenmind conference
- Conducted follow up for Copenmind conference
- Developed a list of proposed influencer and media meetings at Clinton Global Initiative
- Conducted outreach to key influencers and media to schedule meetings at Clinton Global Initiative
- Secured 21 influencer and media meetings at Clinton Global Initiative
- Prepared briefing documents for Dr. Sultan in advance of Clinton Global Initiative
- Briefed Dr. Sultan in advance of meetings and provided on-site support for Dr. Sultan at Clinton Global Initiative
- Began drafting thank you notes and follow up for Clinton Global Initiative meetings
- Drafted a memo outlining the proposal for the Eat What You Cook trips and submitted it to Masdar
- Drafted a timeline for the UAE Nationals speaking program and submitted it to Masdar
- Researched potential partners to develop intellectual capital on Masdar's behalf
- Working with CERA to discuss proposal and participated in follow-up conversations with Masdar
- Researched potential Kitchen Cabinet members and developed and presented a plan to Masdar
- Developed an email for Masdar to send business directors soliciting their personal contacts to be added to the Masdar 10,000
- Developed a plan for the continuation of the population of the Masdar 10,000 database and sent to Masdar
- Developed a plan highlighting additional recommendations for "opting-in" to the Masdar 10,000 and sent to Masdar
- Developed a memo highlighting recommendations for a potential trip to Australia in conjunction with Austrade and sent to Masdar
- Developed a plan highlighting recommendations for conducting a stakeholder mapping exercise
- Developed a communications plan outlining recommendations for Poznan and submitted it to Masdar
- Developed a communications plan for WFES and submitted it to Masdar
- Worked with Masdar to draft an op-ed piece for Zayed Future Energy Prize to be placed in university newspapers
- Worked with PRNewsire to distribute the Zayed Future Energy Prize advisory
- Developed templates to standardize the materials Edelman sends and shared with Masdar
- Coordinated and participated in calls with Laurence Evans of Strategy One (Edelman subsidiary) to discuss research recommendations
- Drafted and distributed a press release highlighting the WinWind announcement

Name of Registrant: Daniel J. Edelman, Inc.
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- Provided recommendations on speaking requests and followed up with organizers to decline or accept opportunities
- Coordinated various media interviews beyond announcements for Masdar spokespeople
- Continued to build the Masdar influencer database
- Provided on-site support in Abu Dhabi
- Continued monitoring for coverage of Masdar and provided weekly reports
- Obtained additional information for media monitoring vendors and began working to secure a contract and begin work
- Conducted internal team calls three times a week to discuss ongoing activities
- Conducted weekly calls with Masdar to discuss ongoing activities

Name of Registrant: Daniel J. Edelman, Inc.
 Registration No.: 3657

ATTACHMENT B
Receipts for the Period of April 1, 2008 through September 30, 2008

Foreign Principal: Office of the Japanese Consul General

Date	From whom	Purpose	Amount
04/01/2008	Foreign Principal	Client Services	5,000.00
05/01/2008	Foreign Principal	Client Services	5,000.00
05/13/2008	Foreign Principal	Disbursements	50.00
06/02/2008	Foreign Principal	Client Services	5,000.00
06/05/2008	Foreign Principal	Disbursements	50.00
07/02/2008	Foreign Principal	Client Services	5,000.00
07/14/2008	Foreign Principal	Disbursements	50.00
08/04/2008	Foreign Principal	Client Services	5,000.00
08/10/2008	Foreign Principal	Disbursements	50.00
09/03/2008	Foreign Principal	Client Services	5,000.00
09/12/2008	Foreign Principal	Disbursements	608.26
Total			\$30,808.26

Foreign Principal: Invest Northern Ireland

Date	From whom	Purpose	Amount
04/02/2008	Foreign Principal	Client Services	20,000.00
04/04/2008	Foreign Principal	Client Services	25,000.00
04/22/2008	Foreign Principal	Disbursements	2,142.02
04/22/2008	Foreign Principal	Disbursements	1,523.27
04/22/2008	Foreign Principal	Disbursements	1,261.50
05/01/2008	Foreign Principal	Client Services	20,000.00
05/13/2008	Foreign Principal	Disbursements	1,222.33
05/13/2008	Foreign Principal	Disbursements	2,316.54
06/02/2008	Foreign Principal	Client Services	20,000.00
06/12/2008	Foreign Principal	Disbursements	6,391.38
07/14/2008	Foreign Principal	Disbursements	2,994.35
Total			\$102,851.39

Foreign Principal: Abu Dhabi Future Energy Company (trading name of Masdar)

Date	From whom	Purpose	Amount
04/04/2008	Foreign Principal	Client Services	97,500.00
05/09/2008	Foreign Principal	Client Services	125,000.00
05/09/2008	Foreign Principal	Disbursements	6,895.74
05/09/2008	Foreign Principal	Disbursements	6,477.79

AMERICAN
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Name of Registrant: Daniel J. Edelman, Inc.

Registration No.: 3657

05/09/2008	Foreign Principal	Disbursements	36,554.60
05/09/2008	Foreign Principal	Disbursements	239,999.12
06/05/2008	Foreign Principal	Client Services	125,000.00
06/30/2008	Foreign Principal	Client Services	125,000.00
07/14/2008	Foreign Principal	Disbursements	4,605.12
07/14/2008	Foreign Principal	Disbursements	27,453.10
07/14/2008	Foreign Principal	Disbursements	46,285.52
07/14/2008	Foreign Principal	Disbursements	7,039.25
07/14/2008	Foreign Principal	Disbursements	29,467.64
07/14/2008	Foreign Principal	Disbursements	146,239.35
07/31/2008	Foreign Principal	Client Services	125,000.00
09/09/2008	Foreign Principal	Client Services	125,000.00

Total \$1,273,517.23

Name of Registrant: Daniel J. Edelman, Inc.
Registration No.: 3657

ATTACHMENT C

Disbursements for the Period of April 1, 2008 through September 30, 2008

Foreign Principal: Office of the Japanese Consul General

Date	To Whom	Purpose	Amount
05/13/2008	Edelman	Standard Administrative Charge	50.00
06/05/2008	Edelman	Standard Administrative Charge	50.00
07/14/2008	Edelman	Standard Administrative Charge	50.00
08/10/2008	Edelman	Standard Administrative Charge	50.00
09/12/2008	SeamlessWeb	Out Side Food Service	41.26
	Edelman	Standard Administrative Charge	50.00
	Christopher Walrath	Bus Svc	495.00
	Christopher Walrath	Bus Svc	15.00
	Christopher Walrath	Ground Transportation	7.00
		Total	\$808.26

Foreign Principal: Invest Northern Ireland

Date	To Whom	Purpose	Amount
04/22/2008	21 Club	Events	1,359.97
	Lori Berkowitz Photo	Photography	655.67
	Matthew Harrington	Ground Transportation	126.38
04/22/2008	Sonya Ford	Petty Cash/Postage	23.27
	Edelman	Standard Administrative Charge	1,500.00
04/22/2008	AT&T	Long Distance Telephone	16.53
	URBAN EXPRESS	Messenger	7.02
	NOBS COURIERS	Messenger	14.00
	CONNEX INT'L	Teleconference	18.70
	Edelman	Standard Administrative Charge	1,200.00
	Amy Sarno	Supplies	5.25
05/13/2008	Dow Jones	Dow Jones	9.60
	AT&T	Long Distance Telephone	12.73
	Edelman	Standard Administrative Charge	1,200.00

Name of Registrant: Daniel J. Edelman, Inc.

Registration No.: 3657

05/13/2008	COPYMAT	Color Copying	1,121.89
	AT&T	Long Distance Telephone	1.15
	COPYMAT	Mailers	1,073.56
	COPYMAT	Mailers	119.94
06/12/2008	Dow Jones	Dow Jones	32.00
	AT&T	Long Distance Telephone	16.90
	360 MEDIA WATCH LLC	Press Clippings	178.82
	CONNEX INT'L	Teleconference	4.13
	CONNEX INT'L	Teleconference	11.00
	AMERICAN EXPRESS	Travel - Airfare	1,599.60
	INTABORO	Travel - Car Services	242.05
	Edelman	Standard Administrative Charge	1,200.00
	Amy Sarno	Ground Transportation	10.00
	Michael Holloway	Ground Transportation	10.52
	Amy Sarno	Ground Transportation	51.00
	Michael Holloway	Hotel/Lodging	2,643.49
	Amy Sarno	Meals - Breakfast	3.67
	Michael Holloway	Meals - Dinner	191.16
	Michael Holloway	Meals - Dinner	74.12
	Michael Holloway	Meals - Dinner	41.58
	Michael Holloway	Meals - Lunch	8.55
	Amy Sarno	Meals - Lunch	7.34
	Amy Sarno	Meals - Lunch	5.48
	Michael Holloway	Meals - Lunch	27.69
	Amy Sarno	Meals - Snack	23.90
	Michael Holloway	Meals - Snack	8.38
07/14/2008	Dow Jones	Dow Jones	16.00
	AT&T	Long Distance Telephone	13.87
	360 MEDIA WATCH LLC	Media Monitoring	238.43
	MET PHOTO INC	Printing	671.35
	AMERICAN EXPRESS	Travel - Airfare	120.87
	United Parcel Service	Shipping	13.47
	United Parcel Service	Shipping	5.15
	Edelman	Standard Administrative Charge	1,200.00
	Michael Holloway	Hotel/Lodging	550.69

Total \$17,851.39

Name of Registrant: Daniel J. Edelman, Inc.
 Registration No.: 3657

Foreign Principal: Abu Dhabi Future Energy Company (trading name of Masdar)

Date	To Whom	Purpose	Amount
05/09/2008	IT Extranet Services	IT Extranet Services	750.00
	AT&T	Long Distance Telephone	156.87
	CONNEX INTERNATIONAL INC	Teleconference	160.72
	Edelman	Standard Administrative Charge	3,750.00
	Russell Dubner	Connectivity Fees	32.68
	Russell Dubner	Hotel/Lodging	1,997.70
	Russell Dubner	Meals - Snack	47.77
05/09/2008	Carbon Flyer	Carbon Flyer	1,200.00
	Colorcopying	Colorcopying	88.00
	DOW JONES & COMPANY INC	Dow Jones	57.60
	IT Extranet Services	IT Extranet Services	750.00
	AT&T	Long Distance Telephone	386.48
	CONNEX INTERNATIONAL INC	Teleconference	202.81
	XYZ TWO WAY RADIO SERVICE	Travel - Car Services	72.42
	Edelman	Standard Administrative Charge	2,925.00
	Jonathan Adashek	Exception--Airfare Charges	339.50
	Jonathan Adashek	Ground Transportation	30.00
	Mark Grundy	Ground Transportation	198.53
	Mark Grundy	Meals - Dinner	207.20
	Mark Grundy	Meals - Lunch	19.25
05/09/2008	DOW JONES & COMPANY INC	Dow Jones	51.20
	IT Extranet Services	IT Extranet Services	750.00
	AT&T	Long Distance Telephone	442.88
	THE NEWSMARKET INC	Media Services	500.00
	ASSIGNMENT DESK	Media Training	700.00
	DYNAMEX-WASHINGTON EXPR	Messenger	10.46
	URBAN EXPRESS	Messenger	20.78
	SEAMLESSWEB PROFESSIONAL	Out Side Food Service	124.17
	PR NEWSWIRE ASSOCIATION LI	Press Release	3,667.50
	CONNEX INTERNATIONAL INC	Teleconference	775.90
	AMERICAN EXPRESS	Travel - Airfare	1,528.60
	EAST COAST EXECUTIVE	Travel - Car Services	597.70
	United Parcel Service	United Parcel Service	26.13
	United Parcel Service	United Parcel Service	105.53
	VIDEO MONITORING SERVICES	Video Monitoring	639.10
	Edelman	Standard Administrative Charge	1,500.00
	Jonathan Adashek	Bus Srv (Fax,printing,copying)	261.71
	Jonathan Adashek	Car Rental	1,719.34
	Jonathan Adashek	Connectivity Fees	86.14
	Christopher Deri	Connectivity Fees	32.87

CRM/ISS/REGISTRATION UNIT

Name of Registrant: Daniel J. Edelman, Inc.
 Registration.No.: 3657

Jonathan Adashek	Exception--Airfare Charges	6,098.50	
Jonathan Adashek	Gasoline Charges	116.64	
Jonathan Adashek	Ground Transportation	199.50	
Michael Iacovella	Ground Transportation	374.00	
Nathan Strauss	Ground Transportation	45.00	
Jennifer Yoo	Ground Transportation	55.00	
Jonathan Adashek	Hotel/Lodging	8,226.06	
Michael Iacovella	Hotel/Lodging	480.79	
Elizabeth Keith	Hotel/Lodging	2,073.74	
Jonathan Adashek	Laundry Service	414.23	
Michael Iacovella	Laundry Service	19.80	
Jonathan Adashek	Meals - Breakfast	59.67	
Michael Iacovella	Meals - Breakfast	5.75	
Elizabeth Keith	Meals - Breakfast	186.46	
Jonathan Adashek	Meals - Dinner	309.65	
Michael Iacovella	Meals - Dinner	25.44	
Elizabeth Keith	Meals - Dinner	123.10	
Nathan Strauss	Meals - Dinner	43.77	
Jonathan Adashek	Meals - Lunch	140.47	
Michael Iacovella	Meals - Lunch	7.53	
Elizabeth Keith	Meals - Lunch	37.65	
Nathan Strauss	Meals - Lunch	18.98	
Jonathan Adashek	Meals - Snack	20.32	
Michael Iacovella	Meals - Snack	2.00	
Elizabeth Keith	Meals - Snack	6.48	
Jonathan Adashek	Parking	222.90	
Jonathan Adashek	Staff Meals	566.72	
Jonathan Adashek	Supplies	79.12	
Elizabeth Keith	Supplies	43.09	
Jonathan Adashek	Telephone - Cell Phone	501.96	
Christopher Deri	Telephone - Cell Phone	1,400.00	
Elizabeth Keith	Telephone - Cell Phone	56.87	
Jonathan Adashek	Tips/Gratuties	41.40	
Jonathan Adashek	Tolls	12.00	
05/09/2008	EAST COAST EXECUTIVE	Travel - Car Services	73.29
Edelman		Standard Administrative Charge	1,225.17
Peter Swerdloff		Bus Srv (Fax,printing,copying)	8.17
Christopher Deri		Connectivity Fees	29.95
Peter Swerdloff		Connectivity Fees	59.92
Peter Swerdloff		Exception--Airfare Charges	6,438.30
Christopher Deri		Ground Transportation	138.87
Peter Swerdloff		Ground Transportation	55.40
Christopher Deri		Hotel/Lodging	5,843.43
Peter Swerdloff		Hotel/Lodging	1,567.18

Name of Registrant: Daniel J. Edelman, Inc.

Registration No.: 3657

Peter Swerdloff	Laundry Service	11.06
Christopher Deri	Meals - Breakfast	2.18
Peter Swerdloff	Meals - Breakfast	63.25
Christopher Deri	Meals - Dinner	597.68
Peter Swerdloff	Meals - Dinner	31.16
Christopher Deri	Meals - Lunch	118.58
Peter Swerdloff	Meals - Lunch	49.68
Christopher Deri	Meals - Snack	10.62
Peter Swerdloff	Meals - Snack	19.37
Peter Swerdloff	Tips/Gratuties	5.45
DOW JONES & COMPANY INC	Dow Jones	198.40
LEXIS-NEXIS	Lexis Nexis	37.94
AT&T	Long Distance Telephone	342.08
THE NEWSMARKET INC	Media Services	5,000.00
PR NEWSWIRE ASSOCIATION LI	Press Release	1,890.00
CONNEX INTERNATIONAL INC	Teleconference	23.43
TRANSPERFECT TRANSLATION	Translation	18,693.29
AMERICAN EXPRESS	Travel - Airfare	3,784.40
EAST COAST EXECUTIVE	Travel - Car Services	73.29
VIDEO MONITORING SERVICES	Video Monitoring	143.60
ASDA'A PUBLIC RELATIONS	WFES ASDA'A Expenses	388.00
Edelman	Standard Administrative Charge	1,440.00
Shonali Sabnis	Connectivity Fees	250.00
Elizabeth Keith	Dues	108.00
Shonali Sabnis	Exception--Airfare Charges	5,255.90
Elizabeth Keith	Ground Transportation	14.00
Shonali Sabnis	Ground Transportation	74.40
Nathan Strauss	Ground Transportation	56.00
Jennifer Yoo	Ground Transportation	26.50
Mark Grundy	Hotel/Lodging	2,835.78
Elizabeth Keith	Hotel/Lodging	3,899.00
Shonali Sabnis	Hotel/Lodging	3,351.51
Mark Grundy	Meals - Breakfast	85.64
Shonali Sabnis	Meals - Breakfast	197.50
Nathan Strauss	Meals - Breakfast	10.19
Mark Grundy	Meals - Dinner	59.18
Shonali Sabnis	Meals - Dinner	97.15
Nathan Strauss	Meals - Dinner	11.92
Jennifer Yoo	Meals - Dinner	11.40
Mark Grundy	Meals -Lunch	109.14
Shonali Sabnis	Meals - Lunch	151.28
Nathan Strauss	Meals - Lunch	62.63
Shonali Sabnis	Meals - Snack	53.10
Nathan Strauss	Meals - Snack	4.50
Elizabeth Keith	Supplies	368.49

Name of Registrant: Daniel J. Edelman, Inc.

Registration No.: 3657

Shonali Sabnis	Telephone - Cell Phone	682.40
ASDAA PUBLIC RELATIONS	ASDA'A Onsite Expenses	14,460.27
IT Services	IT Services	71.00
ELIZABETH HERLING	Onsite Expenses	16,797.96
SPRINT	Phone Charges	234.61
Edelman	Standard Administrative Charge	4,200.00
Jonathan Adashek	Connectivity Fees	300.71
Jonathan Adashek	Exception--Airfare Charges	40.00
Jonathan Adashek	Ground Transportation	258.06
Maria Schneider	Ground Transportation	81.71
Jonathan Adashek	Hotel/Lodging	7,429.62
Christopher Deri	Hotel/Lodging	980.98
Maria Schneider	Hotel/Lodging	2,606.71
Jonathan Adashek	Laundry Service	506.38
Jonathan Adashek	Meals - Breakfast	53.26
Maria Schneider	Meals - Breakfast	198.73
Jonathan Adashek	Meals - Dinner	1,300.23
Maria Schneider	Meals - Dinner	256.72
Jonathan Adashek	Meals - Lunch	67.83
Jonathan Adashek	Meals - Snack	54.04
Maria Schneider	Meals - Snack	14.71
Jonathan Adashek	Staff Meals	126.39
Jonathan Adashek	Supplies	6.81
Jonathan Adashek	Telephone	145.57
Maria Schneider	Telephone	20.39
Jonathan Adashek	Telephone - Cell Phone	393.59
Edelman	Standard Administrative Charge	1,440.00
AT&T	Long Distance Telephone	14.95
CONNEX INTERNATIONAL INC	Teleconference	50.00
Edelman	Standard Administrative Charge	225.00
Christopher Broomall	Dues	70.84
Christopher Broomall	Supplies	178.00
Tristan Roy	Supplies	125.25
Edelman	Standard Administrative Charge	3,156.00
Russell Dubner	Connectivity Fees	50.24
Jonathan Adashek	Exception--Airfare Charges	6,410.00
Russell Dubner	Exception--Airfare Charges	5,050.50
Jonathan Adashek	Ground Transportation	309.37
Russell Dubner	Ground Transportation	23.72
Jonathan Adashek	Hotel/Lodging	1,658.81
Russell Dubner	Hotel/Lodging	1,699.72
Jonathan Adashek	Meals - Breakfast	3.13
Russell Dubner	Meals - Dinner	136.20
Jonathan Adashek	Meetings - Room Rental	163.43
Elizabeth Keith	Colorcopying	101.00

Name of Registrant: Daniël J. Edelman, Inc.

Registration No.: 3657

FRANK J OSWALD LLC	Corp Brochure Content	5,500.00
DOW JONES & COMPANY INC	Dow Jones	115.20
IT Extranet Services	IT Extranet Services	1,137.10
AT&T	Long Distance Telephone	434.74
URBAN EXPRESS	Messenger	25.66
GETTY IMAGES INC	Photography	2,630.00
CONNEX INTERNATIONAL INC	Teleconference	2,098.12
AMERICAN EXPRESS	Travel - Airfare	6,465.30
EAST COAST EXECUTIVE	Travel - Car Services	299.12
INTABORO	Travel - Car Services	115.77
United Parcel Service	United Parcel Service	66.32
United Parcel Service	United Parcel Service	23.54
VIDEO MONITORING SERVICES	Video Monitoring	1,089.18
Edelman	Standard Administrative Charge	3,360.00
Christopher Deri	Connectivity Fees	112.56
Shonali Sabnis	Connectivity Fees	8.16
Jonathan Adashek	Exception--Airfare Charges	6,696.60
Christopher Deri	Exception--Airfare Charges	41,916.20
Mark Grundy	Exception--Airfare Charges	9,799.70
Elizabeth Keith	Exception--Airfare Charges	5,070.50
Shonali Sabnis	Exception--Airfare Charges	4,636.20
Nathan Strauss	Exception--Airfare Charges	40.00
Christopher Deri	Ground Transportation	693.95
Mark Grundy	Ground Transportation	23.72
Shonali Sabnis	Ground Transportation	274.91
Nathan Strauss	Ground Transportation	20.00
Virginia Tevere	Ground Transportation	36.00
Tamara Young	Ground Transportation	16.00
Christopher Deri	Hotel/Lodging	2,978.96
Shonali Sabnis	Hotel/Lodging	2,872.78
Christopher Deri	Laundry Service	37.86
Christopher Deri	Meals - Breakfast	120.48
Shonali Sabnis	Meals - Breakfast	167.95
Christopher Deri	Meals - Dinner	849.76
Mark Grundy	Meals - Dinner	305.44
Shonali Sabnis	Meals - Dinner	330.91
Nathan Strauss	Meals - Dinner	62.56
Christopher Deri	Meals - Lunch	497.12
Shonali Sabnis	Meals - Lunch	13.80
Christopher Deri	Meals - Snack	18.85
Mark Grundy	Meals - Snack	12.40
Shonali Sabnis	Meals - Snack	9.91
Messenger	Messenger/Courier Service	219.00
Christopher Deri	Parking	50.00
Nathan Strauss	Passport Fees	127.00

Name of Registrant: Daniel J. Edelman, Inc.
 Registration No.: 3657

	Nathan Strauss	Postage/Shipping	104.69
	Shonali Sabnis	Staff Meals	85.99
	Christopher Deri	Supplies	129.98
	Lila Lee	Supplies	99.00
	Christopher Deri	Telephone	10.77
	Christopher Deri	Telephone - Cell Phone	525.00
	Christopher Deri	Tips/Gratuties	33.17
	Shonali Sabnis	Tips/Gratuties	20.00
07/14/2008	Edelman	Standard Administrative Charge	3,750.00
	AT&T	Long Distance Telephone	286.65
	CONNEX INTERNATIONAL INC	Teleconference	166.99
	AT&T	Long Distance Telephone	5.69
	Christina Cadrecha	Gifts	165.59
	AT&T	Long Distance Telephone	2.90
	EAST COAST EXECUTIVE	Travel - Car Services	85.02
	United Parcel Service	United Parcel Service	92.67
	Christina Cadrecha	Supplies	13.00
	AT&T	Long Distance Telephone	10.69
	United Parcel Service	United Parcel Service	25.92
07/14/2008	ASDAA PUBLIC RELATIONS	ASDA'A Expenses	2,451.00
	DOW JONES & COMPANY INC	Dow Jones	89.60
	AT&T	Long Distance Telephone	244.30
	PR NEWSWIRE ASSOCIATION LI	Press Release	1,453.00
	TRANSPERFECT TRANSLATION	Press Release	458.88
	NEW YORK SIGN CENTER LLC	Printing	303.45
	CONNEX INTERNATIONAL INC	Teleconference	387.14
	AMERICAN EXPRESS	Travel - Airfare	553.35
	XYZ TWO WAY RADIO SERVICE	Travel - Car Services	45.90
	United Parcel Service	United Parcel Service	35.46
	Edelman	Standard Administrative Charge	3,750.00
	Jonathan Adashek	Car Rental	336.07
	Jonathan Adashek	Connectivity Fees	97.95
	Jonathan Adashek	Exception--Airfare Charges	8,995.10
	Jonathan Adashek	Ground Transportation	283.20
	Hadley Harris	Ground Transportation	170.00
	Michael Iacovella	Ground Transportation	460.00
	Jonathan Adashek	Hotel/Lodging	5,081.83
	Hadley Harris	Hotel/Lodging	1,008.66
	Jonathan Adashek	Laundry Service	141.91
	Jonathan Adashek	Meals - Breakfast	15.77
	Hadley Harris	Meals - Breakfast	40.32
	Michael Iacovella	Meals - Breakfast	5.75
	Jonathan Adashek	Meals - Dinner	515.78

Name of Registrant: Daniel J. Edelman, Inc.
 Registration No.: 3657

	Hadley Harris	Meals - Dinner	115.08
	Michael Iacovella	Meals - Dinner	64.97
	Jonathan Adashek	Meals - Lunch	56.52
	Michael Iacovella	Meals - Lunch	21.00
	Jonathan Adashek	Meals - Snack	38.68
	Hadley Harris	Meals - Snack	13.64
	Michael Iacovella	Meals - Snack	4.58
	Jonathan Adashek	Supplies	119.85
	Christopher Deri	Supplies	22.28
	Michael Iacovella	Supplies	7.90
	Christopher Deri	Telephone - Cell Phone	50.00
	Jonathan Adashek	Tips/Gratuties	4.08
	Hadley Harris	Tips/Gratuties	5.00
	Jonathan Adashek	Tolls	5.10
07/14/2008	EDELMAN BRUSSELS	Brussels Expenses	18,421.88
	DOW JONES & COMPANY INC	Dow Jones	96.00
	DANIEL J EDELMAN LTD	London Expenses	6,356.08
	CONNEX INTERNATIONAL INC	Teleconference	295.37
	AMERICAN EXPRESS	Travel - Airfare	389.00
	EAST COAST EXECUTIVE	Travel - Car Services	194.77
	INTABORO	Travel - Car Services	106.59
	XYZ TWO WAY RADIO SERVICE	Travel - Car Services	128.52
	Jonathan Adashek	Car Rental	530.87
	Jonathan Adashek	Connectivity Fees	217.91
	Jonathan Adashek	Exception--Airfare Charges	5,216.90
	Jonathan Adashek	Gasoline Charges	17.70
	Jonathan Adashek	Ground Transportation	8.17
	Russell Dubner	Ground Transportation	5,763.02
	Michael Iacovella	Ground Transportation	100.00
	Jonathan Adashek	Hotel/Lodging	6,919.62
	Jonathan Adashek	Laundry Service	241.88
	Jonathan Adashek	Meals - Dinner	357.98
	Russell Dubner	Meals - Dinner	44.42
	Michael Iacovella	Meals - Dinner	81.08
	Jonathan Adashek	Meals - Lunch	183.09
	Jonathan Adashek	Meals - Snack	6.65
	Jonathan Adashek	Staff Meals	336.67
	Jonathan Adashek	Supplies	18.79
	Jonathan Adashek	Telephone	1.47
	Jonathan Adashek	Telephone - Cell Phone	174.32
	Christopher Deri	Telephone - Cell Phone	50.00
	Jonathan Adashek	Tips/Gratuties	26.77
07/14/2008	EDELMAN BRUSSELS	Brussels Expenses	2,046.75

Name of Registrant: Daniel J. Edelman, Inc.

Registration No.: 3657

	DANIEL J EDELMAN LTD	London Expenses	4,659.14
	CONNEX INTERNATIONAL INC	Teleconference	11.22
	Jonathan Adashek	Exception--Airfare Charges	169.50
	Jonathan Adashek	Telephone - Cell Phone	102.64
	Christopher Deri	Telephone - Cell Phone	50.00
07/14/2008	ASDAA PUBLIC RELATIONS	ASDA'A Expenses	4,895.25
	DANIEL J EDELMAN LTD	Ground Breaking Media Analysis	5,600.00
	DANIEL J EDELMAN LTD	London Expenses	16,397.98
	Jonathan Adashek	Ground Transportation	5.00
	Jonathan Adashek	Meetings - Room Rental	2,401.33
	Jonathan Adashek	Parking	15.00
	Jonathan Adashek	Telephone - Cell Phone	150.08
	Jonathan Adashek	Tips/Gratuties	3.00
07/14/2008	ASDAA PUBLIC RELATIONS	ASDA'A Expenses	1,902.00
	DANIEL J EDELMAN LTD	London Expenses	12,616.59
	DANIEL J EDELMAN HONG KON	APAC Expenses	32,604.25
	ASDAA PUBLIC RELATIONS	ASDA'A Expenses	7,680.00
	DANIEL J EDELMAN PTY LTD	Ground Transportation	24.75
	DANIEL J EDELMAN HONG KON	HK Media Release Distribution	1,920.42
	INDOPACIFIC EDELMAN	IndoPacific Colour Printing	650.00
	EDELMAN JAPAN	Japan News Release/Translation	1,901.95
	DANIEL J EDELMAN LTD	KL Airfare/Ground Transportati	5,600.00
	DANIEL J. EDELMAN SDN. BHD.	KL Airfare/Ground Transportati	1,024.13
	DANIEL J EDELMAN LTD	London Expenses	15,066.30
	EDELMAN PUBLIC RELATIONS	Long Distance Telephone	54.49
	DANIEL J EDELMAN PTY LTD	Sydney Expenses	13,087.58
	EDELMAN PR WORLDWIDE LTE	Taiwan Expenses	1,775.80
	ASDAA PUBLIC RELATIONS	ASDA'A Expenses	11,023.50
	ASDAA PUBLIC RELATIONS	ASDA'A Onsite Expenses	10,660.00
	DANIEL J EDELMAN LTD	London Expenses	1,726.63
	ASDAA PUBLIC RELATIONS	ASDA'A Expenses	7,500.00
	ASDAA PUBLIC RELATIONS	ASDA'A Expenses	784.00
	DANIEL J EDELMAN LTD	London Expenses	58.96
	ASDAA PUBLIC RELATIONS	ASDA'A Expenses	2,578.00
	Creative Design Services	Brochure Design	16,000.00
		Total	\$551,017.23

Name of Registrant: Daniel J. Edelman, Inc.
Registration No.: 3657

ATTACHMENT D
Informational Materials
Activities for the Period of April 1, 2008 through September 30, 2008

Foreign Principal: Invest Northern Ireland

April 8, 2007 – Distributed pitch titled: Good Friday Agreement 10th Anniversary - Sources Available. Sent pitch to:

- Matthew Stannard, San Francisco Chronicle
- John Murray Brown, Financial Times
- Andrew Peaple, Dow Jones
- Alistair MacDonald, Wall Street Journal
- Merrill Stevenson, The Economist

April 10, 2008 – Distributed pitch titled: Gordon Brown to Host Investment Conference in Belfast. Sent pitch to:

- Karry Capell, BusinessWeek
- John Murray Brown, Financial Times
- Andrew Peaple, Dow Jones
- Alistair MacDonald, Wall Street Journal
- Merrill Stevenson, The Economist
- Fergal O'Brian, Bloomberg

April 23, 2008 – Distributed pitch titled: Northern Ireland Conference -- US CEOs Available for Interviews. Sent pitch to:

- Quentin Fottrell, Dow Jones
- John Murray Brown, Financial Times
- Andrew Peaple, Dow Jones
- Alistair MacDonald, Wall Street Journal
- Merrill Stevenson, The Economist
- Fergal O'Brian, Bloomberg
- Ben Berna, CNBC
- Gerelyn Terzo, Fox
- Duncan Currie, The American
- Rob Gavin, Boston Globe
- Michael Barbaro, New York Times
- Jim Dee, New York Daily News
- JP Donlon, Chief Executive
- Brandon Rudolph, The Deal
- Andrew Peaple, Dow Jones
- Sumeet Desai, Reuters

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Name of Registrant: Daniel J. Edelman, Inc.
Registration No.: 3657

- Lindday Griffiths, Reuters
- Anne Cadwallader, Reuters
- Kevin Smith, Reuters
- David Stires, Fortune
- Brian Kollmeyer, MarketWatch
- Kim Murphy, Los Angeles Times
- Karen Huus, MSNBC
- Jeremy Kirk, IDG
- Brian Winter, USA Today
- Jeff Morrison, Washington Times
- Ian Greenwald, Smartmoney.com

Foreign Principal: Abu Dhabi Future Energy Company (trading name of Masdar)

April 28, 2008 – Submitted Invitation letter to MIT Day from Dr Sultan to Edward Kennedy, John Kerry, Patrick Deval, Tim Murray, Paul Reville, Thomas Petrolati, Francis Galvin, Martha Coakley, Timothy Cahill, Ian Bowles, Bill Delahunt, Barney Frank, Stephen Lynch, Ed Markey, Jim McGovern, Richard Neal, John Oliver, John Tierney, Niki Tsongas, Therese Murray, Steven Baddour, Michael Morrissey, Marc Pacheco, Jack Hart, Daniel Bosley, Joseph Wanger, Salvatore DiMassi, Fredrick Berry, Richard Tisei, John Rogers and Bradley Jones.

May 6, 2008 – Submitted “MIT and Masdar Introduce Boston to World’s First Graduate Lever University for Alternative Energy” to Masdar Global Media List [see “US”, “UK/Europe” and “AsiaPacific” tabs in appendix] and to international media through PRNewswire.

May 12-Present – Submitted “Masdar City Renderings” to Masdar Global Media List [see “US”, “UK/Europe” and “AsiaPacific” tabs in appendix].

May 27, 2008 – Submitted “Abu Dhabi Heats up the Global Solar Market with \$2 Billion Investment in Photovoltaic Manufacturing” to Masdar Global Media List [see “US”, “UK/Europe” and “AsiaPacific” tabs in appendix] and to international media through PRNewswire.

June 6, 2008 – Submitted renderings of Masdar City and photographs of project site to National Building Museum (Washington, D.C.) for use in upcoming exhibition.

June 19, 2008 – Submitted “Masdar CEO Testifies Before the U.S. Congress” to Masdar US Media List [see “US” tab in appendix] and to US media through PRNewswire.

July 6, 2008 – Submitted “Abu Dhabi Opens Worldwide Nominations and Submissions for Zayed Future Energy Prize” to Masdar Global Media List [see “US”, “UK/Europe” and “AsiaPacific” tabs in appendix] and to international media through PRNewswire.

July 6, 2008 – Submitted “Zayed Future Energy Prize Fact Sheet” to Masdar Global Media List [see “US”, “UK/Europe” and “AsiaPacific” tabs in appendix].

Name of Registrant: Daniel J. Edelman, Inc.
Registration No.: 3657

August 21, 2008 – Submitted “Masdar Breaks Ground on Photovoltaic Factory in Germany” to Masdar Global Media List [see “US”, “UK/Europe” and “AsiaPacific” tabs in appendix] and to international media through PRNewswire.

August 21, 2008 – Submitted “Harvesting the Sun” PV schematic to Masdar Global Media List [see “US”, “UK/Europe” and “AsiaPacific” tabs in appendix].

July 8, 2008 – Submitted “Masdar Extends Invitation for Future Energy Collaboration at Buckingham Palace Seminar” Hosted by HRH The Duke of York, leading UK figures gather to discuss future energy needs to Masdar Global Media List [see “US”, “UK/Europe” and “AsiaPacific” tabs in appendix] and to international media through PRNewswire.

September 23, 2008 – Submitted “Masdar Invests \$177 Million in European Wind Turbine Manufacturer” The Move Signals Masdar’s Entry into the Lucrative Wind Energy Market to Masdar Global Media List [see “US”, “UK/Europe” and “AsiaPacific” tabs in appendix].

January 19-Present – Submitted “Masdar backgrounder” to Masdar Global Media List [see “US”, “UK/Europe” and “AsiaPacific” tabs in appendix]. (*Disseminated materials filed under Supplemental Statement ending Mar 31 2008*)

Invest Northern Ireland Media Outreach

November, 2007 – May, 2008

SAMPLE CORE PITCH

Date: February 13, 2008

Subject: Northern Ireland Minister of Economy Available for Interview

Hi (Reporter's Name),

While many remain captivated by the trend of investing in emerging economies such as China and India, some multinational companies have started seeking investment alternatives to enhance their global business strategies. Northern Ireland is emerging as another destination of foreign direct investment, attracting companies including Bay-Area based businesses such as Seagate and 3PAR.

Northern Ireland is at a truly transitional stage right now, with the end of a decades-long dispute between political factions as a result of the formation of a power sharing government last May. I thought the success story behind the transforming economy of Northern Ireland and current efforts to attract international business and economic growth in the region would be of interest to your readers.

Northern Ireland's Minister of Economics, Nigel Dodds and Chief Executive of Invest Northern Ireland, Leslie Morrison, plan to travel to the Bay Area next month, to host an intimate salon event on March 6th with top business leaders from local organizations. They will be able to give you an insider look at this successful transformation.

Should you be interested in learning more, I can arrange an exclusive interview with both Minister Dodds and Mr. Morrison during their trip next month. They're also available to speak with you over the phone, before or after their visit. I've outlined below a few points of interest as they relate to Northern Ireland's progress and Mr. Morrison's bio.

Please let me know if you have any questions. I will follow-up with you shortly by phone.

Thank you.

Tara Moore
415.486.3216

This material is distributed by DJE, Inc. on behalf of Invest Northern Ireland. Additional information is available at the Department of Justice, Washington, DC.

- Indian companies are outsourcing to Northern Ireland. From 2001 to March 2007, six Indian companies invested into Northern Ireland, promoting some 2,500 jobs. Investors from India include Firstsource, HCL Enterprises, Pix Transmission, Polaris Software, and Tech Mahindra.
- Ten years ago, unemployment in Northern Ireland was running at double digit levels of 10% - it currently stands at 3.4% and is the lowest of all UK regions
- Northern Ireland's higher education system now has over 37% of 18 year olds enrolled, compared to 28% in 1996.
- The private sectors contribution to economic output has increased by 58% –driven largely by growth in financial and business services and companies are spending significantly more on business related research and development.

To learn more about Masdar, please visit www.masdaruae.com.

- FDI is at more than US\$6 billion since 1996, with the US being the most important market. In the UK, Belfast is second only to London in its success in attracting foreign investment projects.
- Tourism is doing great as well -- Lonely Planet, incidentally a global company started by a Belfast woman and which was sold recently for over \$120m, recently tipped Northern Ireland as a 'must see' destination for 2007. Only 5 years ago, there was only one direct scheduled international flight to Northern Ireland. But now it's possible to fly to or from Belfast from around 30 international destinations, including New York.
- Belfast is rapidly developing. The shipyard where the Titanic was built is being transformed into a commercial and residential waterfront development.

Other reporters sent to:

- Paul Kaihla, Business 2.0
- Financial Times, Richard Waters
- Information Week, Rob Preston
- Scott Martin, Red Herring
- Mary Anne Ostrom, San Jose Mercury News
- Steven Brown, San Francisco Business Times
- Jack Epstein, San Francisco Chronicle
- Bell Norman, Silicon Valley Business Journal
- Don Clark, Wall Street Journal
- Julie Sloane, Wired
- Adam Tanner, Reuters
- Chris Lindquist, CIO
- Eric Knorr, Info World

From: Sarno, Amy
Sent: Tuesday, April 08, 2008 10:36 AM
To: 'mstannard@sfchronicle.com'
Subject: Good Friday Agreement 10th Anniversary - Sources Available

Hi Matthew,

Should you be working on a piece about the 10th anniversary of the Good Friday Agreement (April 10), I wanted to offer you two sources:

- Nigel Dodds, Northern Ireland's Minister of Enterprise, Trade and Investment
- Leslie Morrison, CEO of Invest Northern Ireland

These sources can provide first-hand insight into the dramatic economic turnaround over the past ten years and discuss what is on the horizon for the state of Northern Ireland's economy. They can share statistics about employment, FDI, education, R&D, real estate development, etc.

If you'd like to speak with either of these sources, please contact me directly at 212-704-8192 or via email.

Best,

Amy

Other reporters sent to:

- John Murray Brown, Financial Times
- Andrew People, Dow Jones
- Alistair MacDonald, Wall Street Journal
- Merrill Stevenson, The Economist

From: Sarno, Amy
Sent: Thursday, April 10, 2008 10:31 AM
To: 'kerry_capell@businessweek.com'
Subject: Gordon Brown to Host Investment Conference in Belfast

Kerry,

I read your recent pieces about the Republic of Ireland's current economic challenges. As the Republic of Ireland's economy begins to overheat, businesses are looking north to find quality and more cost-effective options.

May 7-9, Prime Minister Gordon Brown, First Minister Rev. Ian Paisley, and Deputy First Minister Martian McGuinness are coming together to host an investment conference in Belfast. Attendees include Mayor Bloomberg (New York City) and more than 50 senior level executives from leading US companies such as:

- New York Stock Exchange/Euronext
- Citi
- Liberty IT
- Allstate
- Nortel

We'd like to extend a personal invitation for you to attend the conference. There will be one-on-one interview opportunities available with the various government and business leaders.

If doing a piece leading up to the conference is of interest, we can begin working immediately to connect you with appropriate sources of interest. Also, I have readily available fact sheets highlighting Northern Ireland's current economic statistics. I am happy to share thoughts electronically.

I look forward to being in touch.

Best regards,

Amy Sarno

Other reporters sent to:

- John Murray Brown, Financial Times
- Andrew Peaple, Dow Jones
- Alistair MacDonald, Wall Street Journal
- Merrill Stevenson, The Economist
- Fergal O'Brian, Bloomberg

From: Sarno, Amy
Sent: Wednesday, April 23, 2008 10:43 AM
To: 'Quentin.Fottrell@dowjones.com'
Subject: Northern Ireland Conference -- US CEOs Available for Interviews

Hi Quentin –

It was a pleasure speaking with you earlier. As we discussed, the upcoming investment conference is being hosted by UK PM Gordon Brown and Northern Ireland's First Minister Ian Paisley and Deputy First Minister Martin McGuinness in Belfast May 7-9.

The conference will draw about 100 CEOs and senior executives from the United States (AIG, NYSE, Allstate, Nortel), and include a special delegation from New York, including Mayor Bloomberg (NYC pension fund just invested \$150 million in Northern Ireland).

Specifically, we can secure interviews for you at the conference with attendees such as (but not limited to):

- Duncan Niederauer, CEO, New York Stock Exchange/Euronext
- Martin Sullivan, CEO, AIG
- First Minister Ian Paisley
- Mayor Bloomberg

While details cannot be shared prior to the conference, it should be noted that some of the large US companies in attendance have plans to make notable announcements on Thursday, May 8. We are hoping you or a member of your team from London will be interested in attending.

If pursuing a business story or attending is of interest, I can get you any info you may need or set up interviews prior to the event.

Thanks much, and let me know.

All the best,

Amy

This material is distributed by DJE, Inc. on behalf of Invest Northern Ireland. Additional information is available at the Department of Justice, Washington, DC.

On a side note, something of note on the business side (that has great potential to impact US businesses and will likely be discussed at the conference) is the recent development allowing financial services operations in Dublin to expand North -- making Belfast a much more competitive location for both mutual and hedge funds. Under the deal (you likely know the details better than I do), it is possible financial services companies will continue to pay Republic of Ireland corporation tax of 12.5% on jobs based in sub-offices in the North, thereby avoiding higher UK taxes on company profits. Staff based in the North will pay tax to the UK exchequer. Companies will continue to benefit by paying a lower corporation tax rate in the Republic, while the North will enjoy higher income tax receipts through job creation.

Over 430 international and US operations trade in the International Financial Services Center (IFSC) in Dublin that could be benefitted by this news (e.g. JP Morgan, AIG, Merrill Lynch, etc.) Discussions are currently taking place in Northern Ireland to establish a similar entity to the IFSC.

Other reporters sent to:

- John Murray Brown, Financial Times
- Andrew Peale, Dow Jones

To learn more about Masdar, please visit www.masdaruae.com.

- Alistair MacDonald, Wall Street Journal
- Merrill Stevenson, The Economist
- Fergal O'Brian, Bloomberg
- Ben Berna, CNBC
- Gerelyn Terzo, Fox
- Duncan Currie, The American
- Rob Gavin, Boston Globe
- Michael Barbaro, New York Times
- Jim Dee, New York Daily News
- JP Donlon, Chief Executive
- Brandon Rudolph, The Deal
- Andrew Peaple, Dow Jones
- Sumeet Desai, Reuters
- Lindday Griffiths, Reuters
- Anne Cadwallader, Reuters
- Kevin Smith, Reuters
- David Stires, Fortune
- Brian Kollmeyer, MarketWatch
- Kim Murphy, Los Angeles Times
- Karen Huus, MSNBC
- Jeremy Kirk, IDG
- Brian Winter, USA Today
- Jeff Morrison, Washington Times
- Ian Greenwald, Smartmoney.com



30 April 2008

Name
Address

Dear Representative Jones:

As you may already know, Abu Dhabi is taking bold steps to drive innovation and implementation of renewable energy solutions through the Masdar Initiative.

The Masdar Initiative is Abu Dhabi's multi-faceted, multi-billion dollar investment in the development and commercialization of innovative technologies in renewable, alternative and sustainable energies as well as sustainable design. In January 2008, Abu Dhabi announced it will invest \$15 billion in Masdar, the largest single government investment of its kind. In February 2008, we broke ground on the world first zero carbon, zero waste, car free city completely powered by renewable energy sources. In the last year, through our Clean Tech Investment Fund we have made investments in US clean tech companies such as Heliovolt, Enertech, Nanogram and Halosource.

Another key element of the initiative is the Masdar Institute of Science & Technology (MIST). Developed in close collaboration with MIT and welcoming its first students in 2009, MIST is the world's first and only graduate level institution devoted to renewable energy.

On May 5th, 2008, MIT will host leaders from the UAE to examine how Abu Dhabi's focus on future energy is helping diversify our region's economy and preparing the next generation of global leaders in future energy and sustainable technology. We have learned enough about Massachusetts to know that our goals and willpower to achieve them are strikingly similar in these areas, and that together we are already creating a driving force in future energy.

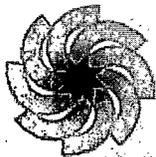
The invited audience at MIT will include representatives from the more than 200 member corporations of MIT's Industrial Liaison Program (ILP), which is designed to nurture university/industry collaboration. By bringing together these global leaders in innovation, the local academic community and Boston-area companies interested in alternative energy, we are creating a unique opportunity for the development of partnerships and a high-level exchange of information.

I am extending to you a personal invitation to attend the Masdar Symposium at MIT on May 5, 2008. We also hope you will consider becoming a part of the growing Masdar community. With each new partner and collaboration, we will continue to see progress. Our partners help us challenge our approach and shape what we do. We believe that when the greatest minds from government, academia and industry align, seemingly insurmountable challenges become feasible. We hope you will join us.

Someone from my office will follow up with yours to discuss your interest and next steps.

Yours sincerely,

Dr Sultan Ahmed Al Jaber
Chief Executive Officer

**FOR IMMEDIATE RELEASE****MIT AND MASDAR INTRODUCE BOSTON TO WORLD'S FIRST
GRADUATE LEVEL UNIVERSITY FOR ALTERNATIVE ENERGY**

The development of MIST is part of Abu Dhabi's effort to help diversify the UAE economy and prepare the next generation of global leaders in future energy and sustainable technology

Boston, May 6, 2008 – The Massachusetts Institute of Technology (MIT) and Masdar today hosted students from Boston-area colleges and universities to introduce the exciting academic opportunities now available through the Masdar Initiative, a landmark program launched by Abu Dhabi to sustainably meet future energy demands.

Masdar was created in 2006 with an initial investment of \$15 billion from the Abu Dhabi government, to create a global cooperative platform for open engagement in the search for new energy solutions. Masdar is a multi-faceted, comprehensive endeavour to develop a knowledge-based global source of intellectual capital on sustainable energy. Masdar focuses on the whole spectrum from R&D through deployment, infrastructure, academia, funding and policy.

Today, Masdar is the catalyst for a number of highly-innovative and impactful clean energy projects in solar, wind, hydrogen power, energy efficiency, clean transport, and urban development. In addition, Masdar is funding advanced energy research at seven premier scientific institutes, including MIT, to accelerate the development of the human capital that will drive clean, renewable energy solutions.

Masdar has also worked with MIT to develop the Masdar Institute of Science and Technology (MIST)—the intellectual centrepiece of the Masdar initiative—which will be the world's first graduate university focused on renewable energy. MIST students will also collaborate with leading scientific institutions worldwide on advanced energy research through the Masdar Research Network. The Masdar Research Network is a unique collaborative research framework between Masdar, industry and leading global scientific institutions. The network encompasses the creation of a nucleus of world-class applied research in advanced energy and sustainability technologies, a mechanism for technology transfer and a vehicle for building absorptive capacity in the UAE.

MIST is an essential element in Masdar's multi-faceted approach to alternative energy, and will help prepare the next generation of global leaders in sustainable energy and clean technology. MIT's partnership with MIST encompasses four integral areas:

- Development of graduate degree programs
- Joint collaborative research
- Outreach that encourages industrial participation in the Institute's research and development activities
- Support for capacity-building at the Institute in terms of organization and administrative structure, as well as scholarly assessment of potential faculty candidates for the Institute

Today's event provided an overview of various opportunities for U.S. businesses, academics and students to become involved in the growing Masdar community. The session focused primarily on MIST's academic programs and the significance of this exciting and revolutionary graduate level program. Masdar representatives also highlighted the importance of partnership and collaboration, and encouraged individuals and businesses in the public and private sector to join them in working together to create collective solutions to shared problems.

"We are confident that MIST will help bring about the continued diversification of the worldwide knowledge economy and provide leadership on current global energy challenges," said Masdar CEO Dr. Sultan Al Jaber. "Additionally, the innovative technologies developed by the students and faculty at MIST will become energy solutions that will be used to address some of the planet's most critical needs. Students will have the opportunity of a lifetime – to live and learn in the world's first sustainable city and the world's hub of future energy solutions."

The event was held in conjunction with the "Masdar Symposium," hosted by the MIT Industrial Liaison Program, which featured MIT President Susan Hockfield, Masdar and Abu Dhabi representatives and other university leaders on May 5, 2008. During the symposium, clean-tech entrepreneurs, business leaders, students and academics learned more about Masdar, MIST and ongoing collaborations with MIT firsthand from Masdar representatives.

Professor Fred Moavenzadeh, Director of the Technology and Development Program at MIT said "this is a bold, imaginative and unprecedented undertaking which undoubtedly will be replicated in the world."

MIST is the first phase of development within Masdar City, the world's first zero-carbon, zero-waste, car-free city, powered entirely by renewable energy. Students and faculty will be some of the first residents in this city of the future and will have the unique opportunity to experience the groundbreaking technologies they are studying and developing.

"Our students will be pioneers in their fields of study, but also the first residents of Masdar City," said MIST President Dr. Russel C. Jones. "This is a unique opportunity in that it offers the students the chance to actively participate in their field of study, and in the region that is spearheading the projects and developments that are most likely to provide them with relevant career opportunities after they graduate."

Beginning in September 2009, MIST will offer full-time, two-year master of science programs, requiring prescribed coursework and a research based thesis, in engineering systems and management, information technology, materials science and engineering, mechanical engineering, and water and environment. MIST will begin offering PhD degrees in 2011.

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About Masdar

The Masdar Initiative is Abu Dhabi's multi-faceted, multi-billion dollar investment in the development and commercialization of innovative technologies in renewable, alternative and sustainable energies as well as sustainable design. Masdar is driven by the Abu Dhabi Future Energy Company (ADFEC), a wholly owned company of the government of Abu Dhabi through the Mubadala Development Company. In January 2008, Abu Dhabi announced it will invest \$15 billion in Masdar, the largest single government investment of its kind. For more information about the Masdar Initiative, please visit www.masdaruae.com.

Applications for MIST are now available at www.masdar.ac.ae. All applicants must have a relevant undergraduate degree from a recognized university, as well as exemplary grades, TOEFL and GRE scores. There is no application fee required. Scholarship packages are also available for all MIST students.

Media Contact:

Michael Iacovella, Edelman
michael.iacovella@edelman.com
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 Cell: 917-532-7977

To learn more about Masdar, please visit www.masdaruae.com.



International Version: Press Release Final
May 23, 2008

ABU DHABI HEATS UP THE GLOBAL SOLAR MARKET WITH \$2 BILLION INVESTMENT IN PHOTOVOLTAIC MANUFACTURING

A potential "game-changer" according to PV industry experts

Abu Dhabi, May 27, 2007 – Masdar PV today announced a multi-billion dollar investment in thin-film photovoltaic solar technology, as part of its drive to become a world leader in alternative energy.

The total investment of over US\$2 billion represents one of the largest investments ever made in solar, and will fund a three-phased manufacturing and expansion strategy to produce the latest generation of thin-film photovoltaic (PV) modules.

Phase one involves an investment of US\$600 million, which will fund the development of two manufacturing facilities – the first, in Erfurt, Germany will be operational by Q3 2009, and a second facility in Abu Dhabi which will begin initial production by Q2 2010. The combined annual production capacity of these two sites will be 210 megawatts, which is committed to major PV system installers in Europe and for Masdar's own energy generation needs.

Masdar chose Germany as the site for its first plant because Germany is currently the center of the global PV industry. This German plant will act as a reference plant for technology and knowledge transfer to the larger Abu Dhabi plant by a joint German-Abu Dhabi team.

This approach represents a significant step in Masdar's objective to transform Abu Dhabi into an developer and exporter of technology, rather than an importer. With a goal of reaching 1 gigawatt of annual production by 2014 through capacity expansions and other new plants, this multi-country operation will allow Masdar PV to become a global leader in thin-film PV.

Dr. Sultan Al Jaber, CEO of Masdar, said, "Thin-film PV is a key part of our build-deploy-develop strategy to actively build a strong position in alternative energy. Abu Dhabi is a global energy leader, so it makes sense to engage these new energy technologies and become a leader in alternatives", al Jaber explained.

"This marks a major milestone for Masdar and Abu Dhabi. It will not only establish Masdar as a major global PV player, but will be the first high-tech semiconductor nano-manufacturing facility of its kind in the entire region", he added.

According to solarbuzz.com, the current global PV market is worth US\$17.2 billion and growing rapidly at 40% per year. Thin film PV is growing even faster, with an annual growth rate of 100%.

To learn more about Masdar, please visit www.masdaruae.com.

The plants will use the latest generation of equipment capable of high-volume processing of ultra-large glass substrates, which, at 5.7 m², are eight times larger and five times more powerful than that of the current market leader.

High-volume manufacturing of thin film PV, which, requires less than 1% of expensive semiconductor material compared to traditional PV, is key to rapidly driving down the cost of PV and making it fully-competitive with fossil fuels.

The technology for grid-parity solar power exists in most sunny markets today. It's a matter of achieving the right scale to achieve lower costs. Masdar PV will combine scale plus a proven PV technology, advanced manufacturing capability, and advanced R&D to deliver lower costs

PV industry experts applauded the move. "This potentially represents a paradigm shift in solar, a real game-changer", commented Dr. Winfried Hoffmann, President of the European Photovoltaic Industry Association, the largest organization representing the PV industry. "The entry of such powerful energy leaders into solar is very exciting, and could change the dynamics of the entire industry" by not only adding capacity but also new future big markets in and around the Middle East with a lot of sun and capital to deploy PV systems, he added.

In addition to low-cost manufacturing, thin film PV offers requires only one year to pay back the carbon cost of producing these panels, and maintenance costs are minimal. It is ideally suited for hot sunny climates, as well as for building-integrated solutions, known as BIPV.

The Masdar Initiative, Abu Dhabi's response to the need for cleaner future energy solutions, is the region's leader in the research, development and deployment of renewable energy and sustainability related technologies

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MASDAR CEO TESTIFIES BEFORE THE U.S. CONGRESS

Offers new opportunities for future UAE – US energy cooperation

Washington, D.C., USA, June 19, 2008 – Dr. Sultan Al Jaber, CEO of Abu Dhabi’s Masdar Initiative, testified during a U.S. Congressional hearing before the Select Committee on Energy Independence and Global Warming, Wednesday in Washington, D.C. Through this prominent opportunity, he shared Abu Dhabi’s best practices and key learnings in its quest to accelerate the widespread deployment of clean and affordable renewable energy.

Invited to present by Committee Chairman, Congressman Ed Markey, Dr. Al Jaber spoke at the hearing titled, “Towns in Transition: Planning Communities for a Changing Climate,” during which he provided insights on Abu Dhabi’s Masdar City, which will be the world’s first carbon-neutral, car-free city, which is also 100 percent powered by renewable energy. The Committee, which was established in 2007 by U.S. House Speaker Nancy Pelosi, works to add urgency and resources to address the challenges of America’s dependence on oil and the threat of global warming.

“At this historic moment I’m articulating Abu Dhabi’s strategic vision of a new partnership on clean energy and sustainable human development,” Dr. Al Jaber told the Committee. “We seek to partner with the U.S., and the global community at large, in championing these important issues through extensive bilateral ties and investment,” he added.

The hearing addressed innovative solutions to some of the world’s most pressing issues, including more efficient use of land, water, energy, and transportation. Particular attention was paid to models and case studies from around the globe which could be transferred to the United States and other countries.

Dr. Al Jaber highlighted global demographics changes which further underscore the urgency for solutions at scale. “For the first time in history, more than half of the world’s population now lives in cities, with their traditional energy inefficiencies, waste and pollution,” Dr. Al Jaber told the Committee. “We must fundamentally re-think how cities can conserve energy and other resources. We must heavily employ new technologies and even create new urban models, as we are doing in Masdar City,” he added.

Dr. Al Jaber invited the Committee to visit Abu Dhabi to witness Masdar’s efforts first hand, and extended an open invitation for collaboration.

“I hope that my appearance here today will lead to more partnerships with American companies and institutions,” said Al Jaber. “The Committee’s work closely mirrors our own belief that we can help bring communities together for a common cause, by jointly addressing fundamental issues such as climate change and sustainable development. This is something the leadership of Abu Dhabi recognized when they took the strategic initiative to make Masdar a reality.”

Following the testimony, Dr. Al Jaber met with U.S. elected officials, industry leaders and members of the media to discuss the Masdar Initiative in depth and to explore collaborative efforts on the future energy challenge.

Additionally, Dr. Al Jaber addressed the US-UAE Business Council, including Chamber members representing Middle East companies, in a session titled "Masdar-Transforming the Global Alternative Energy Marketplace." This was followed by a Q&A session with the audience, and attended by approximately 50 Chamber members.

"Abu Dhabi recognizes that a range of solutions are required to meet future energy needs and Masdar reflects our leadership's strategic vision to continue its role as a global energy leader," Dr. Al Jaber told the audience.

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About Masdar

The Masdar Initiative is Abu Dhabi's multi-faceted, multi-billion dollar investment in the development and commercialization of innovative technologies in renewable, alternative and sustainable energies as well as sustainable design. Masdar is driven by the Abu Dhabi Future Energy Company (ADFEC), a wholly owned company of the government of Abu Dhabi through the Mubadala Development Company. In January 2008, Abu Dhabi announced it will invest \$15 billion in Masdar, the largest single government investment of its kind. For more information about the Masdar Initiative, please visit www.masdaruae.com.

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To learn more about Masdar, please visit www.masdaruae.com.

Abu Dhabi Opens Worldwide Nominations and Submissions for Zayed Future Energy Prize

Abu Dhabi, July 6, 2008: 2007 Nobel Laureate Dr. Rajendra Kumar Pachauri and Masdar CEO, Dr. Sultan Al Jaber today announced the official call for nominations and submissions for the *Zayed Future Energy Prize (ZFEP)*, an international awards program to recognize individuals, companies, organizations, and NGO's who are leading the global search for future energy solutions.

Named after the UAE's Founding Father late HH Sheikh Zayed bin Sultan Al Nahyan, the *Zayed Future Energy Prize* was launched in January this year at the inaugural World Future Energy Summit by HH General Sheikh Mohammed bin Zayed al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, to encourage innovations in the field of clean energy and sustainable development. The prize is a Masdar initiative, which is Abu Dhabi's landmark program to develop sustainable solutions to meet the world's future energy demand.

The winner and finalists of the first *Zayed Future Energy Prize (ZFEP)* will be announced at the World Future Energy Summit on January, 19th 2009. The winner will receive US\$1.5 million and two finalists will receive US\$350,000 each to take their ideas and ambitions forward.

The jury, who will be responsible for selecting the winners, was also announced today and includes some of the world's leading experts in future energy and climate change. The full jury includes: Dr. Rajendra Kumar Pachauri, Chairman of the Intergovernmental Panel on Climate Change (IPCC) and Chairman of the Jury for ZFE; HE Olafur Grimsson, President of Iceland; HE Khaled Irani, Environment Minister of Jordan; HE Ahmed Ali Al Sayegh, Chairman of Abu Dhabi Future Energy Company (Masdar); Lord John Browne, Managing Director, Riverstone Holdings; Lord Norman Foster, Founder and Chairman, Foster + Partners and Jeremy Rifkin, President of the Foundation on Economic Trends.

"Climate change is one of the most significant challenges we face today. Over the past two decades we have seen some incredible advancements in the development of alternate sources of energy, but there is still a long road ahead. The Zayed Future Energy Prize will be an important symbol for creating future energy choices, as it will be honoring the contributions of energy pioneers and inspiring others to seek and create innovative solutions for a sustainable future," said Dr. R.K. Pachauri, Chairman of the Intergovernmental Panel on Climate Change (IPCC) and Chairman of the Jury for ZFEP.

"In establishing the *Zayed Future Energy Prize (ZFEP)*, Abu Dhabi honors and continues HH Sheikh Zayed's environmental legacy and advocacy for sustainable development. This vision is for a new energy future, whereby the world has access to energy that is sustainable, accessible, and affordable. This can be achieved by driving the best minds to explore science and technology, and develop evolutionary solutions," added Sultan Al Jaber, CEO of Masdar and Director General of ZFEP.

A dual language, Arabic and English website was designed specifically for the prize and is now live. The website, www.zayedfutureenergyprize.com, will be a focal point for information and updates on The *Zayed Future Energy Prize (ZFEP)* and will be a portal for entering nominations and submissions.

Nominations and Submissions for the *Zayed Future Energy Prize (ZFEP)* will be open until July 31, 2008 and September 30, 2008, respectively.

The *Zayed Future Energy Prize (ZFEP)* is the preeminent award in field of clean energy supported by the Government of Abu Dhabi and announced at the World Future Energy Summit in 2008. It recognizes and aspires individuals, organizations and companies--making contributions in clean energy research, engineering, theoretical advancement, and/or in the areas public policy and public awareness. Projects and innovations in one or more of the following fields are eligible for nomination:

- Renewable and sustainable energy
- Efficient use of traditional sources of energy
- Conservation
- Sustainable energy policy
- Communication and public awareness.

The selection process for the Prize is modeled on the Nobel Prize. The finalists will be selected by global experts in clean energy. The winner will be awarded a prize of \$1.5 million and the two finalists will be awarded a \$350,000 each.

-Ends-

About Masdar

The Masdar Initiative is Abu Dhabi's multi-faceted, multi-billion dollar investment in the development and commercialization of innovative technologies in renewable, alternative and sustainable energies as well as sustainable design. Masdar is driven by the Abu Dhabi Future Energy Company (ADFEC), a wholly owned company of the government of Abu Dhabi through the Mubadala Development Company. In January 2008, Abu Dhabi announced it will invest \$15 billion in Masdar, the largest single government investment of its kind. For more information about the Masdar Initiative, please visit www.masdaruae.com.

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Zayed Future Energy Prize

The Zayed Future Energy Prize is linked to the vision of the late Ruler of Abu Dhabi and Founding Father of the United Arab Emirates, HH Sheikh Zayed bin Sultan Al Nahyan.

In 2008 at the World Energy Summit, HH Sheikh Mohammad bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, and Deputy Commander of the Armed Forces of the UAE, announced The Zayed Future Energy Prize, to honour the legacy of environmental stewardship of HH Sheikh Zayed.

In establishing the Zayed Future Energy Prize, Abu Dhabi with its international partners aim to inspire the next generation of global energy innovators – creating solutions we can barely imagine today.

The Prize will be awarded to three individuals, companies, organisations and NGOs that have made significant contributions in the global response to the future of energy.

On the evening January 19th, 2009, the winner of the Prize will be awarded \$1.5 million with two additional finalists receiving \$350,000 to take their ideas and ambitions to the next level.

Finalists will be nominated by experts across the globe. The winners will be chosen by a jury chaired by Dr. R.K. Pachauri, Chairman of the Intergovernmental Panel on Climate Change and winner of the 2007 Nobel Peace Prize.

ABOUT THE PRIZE

The Zayed Future Energy Prize will be one of the driving forces for innovative energy solutions. Modelled on the status and integrity of the Nobel Prize it will draw attention to future energy issues which constitute some of the most urgent challenges facing the world's leaders today. The Prize will recognise governments, companies, NGOs, individuals and institutions achievements in response to the crisis of climate change and sustainable global energy resources.

The Zayed Future Energy Prize will encompass:

- Renewable and sustainable energy sources
- Efficient use of non-renewable energies
- Conservation
- Energy policy
- Communications and public awareness



International and UAE Version: Press Release
 August 21, 2008
 Release time: 10 am Germany, 12 pm UAE

Masdar Breaks Ground on Photovoltaic Factory in Germany First phase in its drive for alternative energy leadership

Abu Dhabi, August 21, 2008 – Less than three months after announcing a strategic investment into thin-film photovoltaics, Masdar, the Abu Dhabi renewable energy company, yesterday broke ground on its first photovoltaic production plant in Ichttershausen, Germany.

The plant will use advanced production technologies to bring PV closer towards grid parity, and enhance a local economy with a rich history of manufacturing and technology.

The \$230 million (EUR 150 million) German plant marks the first phase of Masdar's \$2 billion (EUR 1.3 billion) investment in thin-film PV manufacturing, one of the largest investments ever made in solar. To be opened in Q3 2009, the plant has a targeted annual production capacity of 70MW, and will create more than 180 green jobs.

It will produce the world's largest (5.7 m²) and most powerful PV modules, on equipment from the world's leading supplier Applied Materials, to drive the cost reductions necessary to make solar energy an affordable reality.

As a leading global centre for PV technology, Germany was selected as Masdar's first PV plant location. The German plant will act as a blueprint for technology and knowledge transfer to a 140MW Abu Dhabi plant, which will begin initial production by Q3 2010. Output from both facilities has already been committed to major PV system installers in Europe, and for Masdar's own energy generation needs.

"Thuringia is a modern business location", says Dieter Althaus, Prime Minister of State of Thuringia. "Within Germany we hold a leading position in modern environmental technologies especially in trendsetting solar energy. We are pleased that Abu Dhabi chose Germany and particularly Thuringia as a model for technology and knowledge transfer. Germany's technology base combines well with Masdar's vision to accelerate the development and adoption of clean energy solutions on a global basis."

Masdar PV represents a significant advancement of German-UAE trade relations, particularly as it addresses a new area of cooperation in providing clean and sustainable energy solutions for both countries. The United Arab Emirates is one of Germany's major trading partners in the Gulf region with non-oil trade, currently worth nearly US\$7 billion.

To learn more about Masdar, please visit www.masdaruae.com.

In addition, it furthers Masdar's existing investment and research ties with German companies and organizations, including Siemens, RWTH Aachen University and the German Aerospace Centre (DLR).

"Abu Dhabi's geography and our vision to become a world leader in renewable energy, makes thin-film PV a natural area of focus for Masdar," said Dr. Sultan Al Jaber, CEO of Masdar. "Germany, with its technology, highly-skilled workforce, attractive investment climate, and direct access to the European market, make it an ideal partner for Masdar."

"It is especially satisfying to be working together in bringing the world one step closer to a future of clean energy", Al Jaber added.

Present at the groundbreaking were Dieter Althaus, Prime Minister Thuringia; His Excellency Mohammed Ahmed Al Mahmoud, UAE Ambassador to Germany; Dr. Sultan Al Jaber, CEO of Masdar; Dr. Hermann Scheer, Member of the German Parliament; Klaus von der Krone, Mayor Ichnershausen; and representatives from the Masdar PV Management team.

About Masdar

The Masdar Initiative is Abu Dhabi's multi-faceted, multi-billion dollar investment in the development and commercialization of innovative technologies in renewable, alternative and sustainable energies as well as sustainable design. Masdar is driven by the Abu Dhabi Future Energy Company (ADFEC), a wholly owned company of the government of Abu Dhabi through the Mubadala Development Company. In January 2008, Abu Dhabi announced it will invest \$15 billion in Masdar, the largest single government investment of its kind.

For more information about the Masdar Initiative, please visit www.masdaruae.com.

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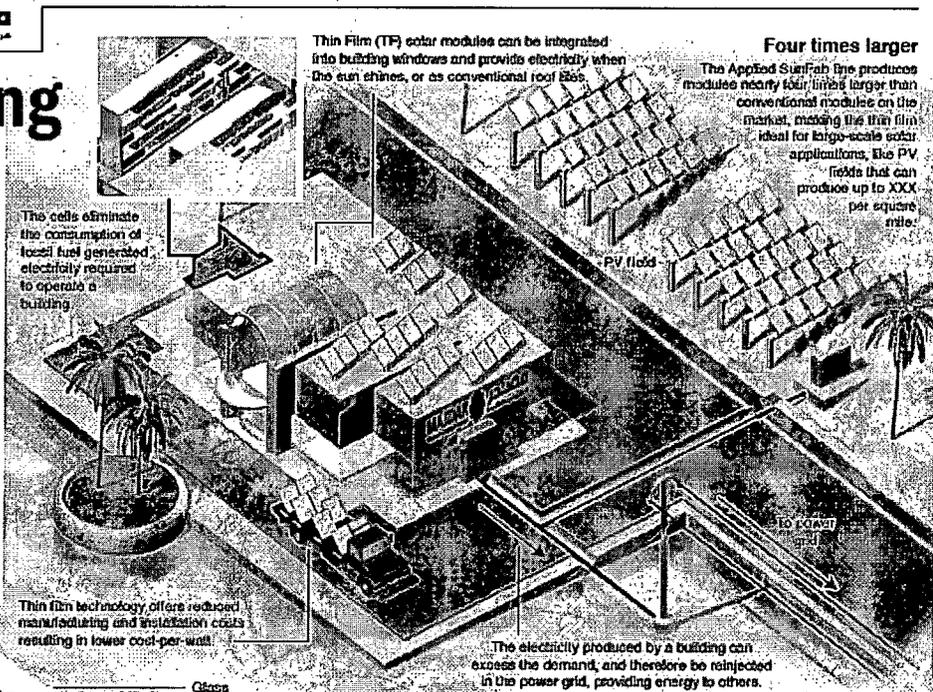
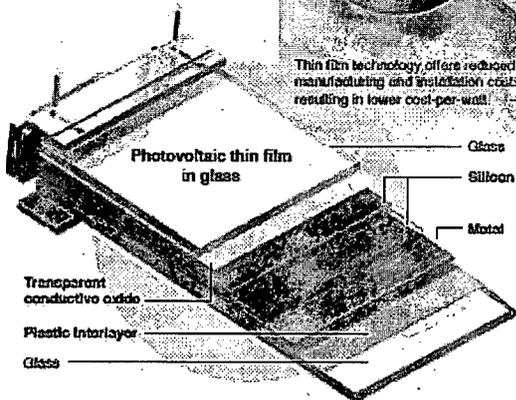
Laura Misselbrook
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Harvesting the sun

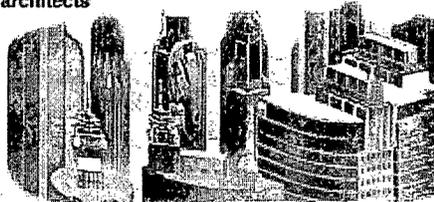
Masdar's large-scale thin film production lines will generate new ways to reduce the overall cost of solar electricity and to further accelerate the availability of cost-effective solar power.

Thin Film (TF) is an emerging technology for photovoltaic (PV) modules. Rather than using silicon wafers to build the PV device, TF is manufactured on glass. Thin film silicon PV uses 1/100th of the amount of silicon per watt of electricity produced compared with traditional solar modules fabricated using crystalline silicon wafers.



A unique opportunity for architects

PV can be configured as exterior glass skin on high rise buildings, a skin that produces electricity during the day, or can be incorporated in a number of ways into building surfaces, from skylights to roofing tiles that generate electricity for the product's lifetime - saving money and reducing the dependence on fossil fuel energy sources.



MASDAR EXTENDS INVITATION FOR FUTURE ENERGY COLLABORATION AT BUCKINGHAM PALACE SEMINAR

Hosted by HRH The Duke of York, leading UK figures gather to discuss future energy needs

Abu Dhabi, July 8, 2008 – Dr. Sultan Al Jaber, CEO of Abu Dhabi's Masdar Initiative, today encouraged greater collaboration between the United Kingdom and Masdar to develop an affordable and sustainable energy future for the world during an address to UK government officials, business leaders and leading academics at a seminar on Masdar at Buckingham Palace.

Invited by HRH the Duke of York, Dr. Al Jaber was part of a high profile Abu Dhabi delegation, which included HE Khaldoon Khalifa Al Mubarak, Chairman of the Executive Affairs Authority of Abu Dhabi. Dr. Al Jaber underscored the growing importance of developing and deploying renewable energy solutions, and the way Masdar is working to make sustainable energy a reality.

"Today, governments and businesses worldwide are - facing a common problem of strain on natural resources and environment, Dr. Al Jaber told seminar attendees. "Energy security, climate change and sustainable development require engaging, aligning and collectively committing to investing in and shaping a better, and more secure future."

"Through Masdar, we want to play a major role in developing solutions that answer present challenges – challenges which are made all the more important due to the limited time we have to solve them" he continued. "We are not simply a renewable energy initiative, our aspirations are far higher. We truly believe that we can make a difference."

Recognizing the wealth of research and development potential in the United Kingdom, Dr Al Jaber also encouraged individuals and businesses to participate in the Zayed Future Energy Prize, which will annually award \$1.5 million to one winner and \$350,000 to two finalists for excellence and innovation in the area of future energy. Nominations and Submissions for the Zayed Future Energy Prize (ZFEP) will be open until July 31, 2008 and September 30, 2008, respectively. Nobel Laureate Dr. Rajendra Kumar Pachauri will chair a panel of judges, including President of Iceland, Ólafur Ragnar Grímsson, Lord Browne and Lord Foster, who will select the winners of the first Zayed Future Energy Prize, to be presented at the World Future Energy Summit in January 2009.

His Royal Highness said: "Masdar provides an extraordinary opportunity for British businesses to become involved in one of the world's most exciting future energy projects. It's a real pleasure to be able to facilitate this seminar at Buckingham Palace. I hope it'll provide a springboard from which the UK will be able to take advantage of the commercial and educational opportunities available."

Masdar is already working closely with a number of UK companies but is aiming to extend its ties in the country and across Europe. Leading UK architects, Foster & Partners, have been working on the design of Masdar City, the world's first zero-carbon, zero-waste, car-free city powered by renewable energy. Masdar is also working with BP and Rio Tinto to build what will be the world's largest hydrogen-fired power plant producing around 500 MW of clean power.

To learn more about Masdar, please visit www.masdaruae.com.

At the seminar, H.E. Al Mubarak discussed Abu Dhabi's future growth and development plans. Also speaking at the event were RH John Hutton, MP Secretary of State for Business, Enterprise and Regulatory Reform; Lord Browne, managing director of Riverstone Holdings; Lord Foster, chairman of Foster and Partners; Sir John Rose CEO Rolls Royce who all discussed the opportunities for UK companies to engage with Masdar and Abu Dhabi.

Following the seminar, H.E. Al Mubarak and Dr Al Jaber met with her Majesty the Queen and also met with members of the royal family. Later, Dr. Sultan met with Members of Parliament in Westminster Parliament. The seminar was an opportunity for UK Parliamentarians to hear how the Abu Dhabi Government had taken the bold step to establish the Masdar Initiative. During the seminar, Dr. Al Jaber discussed the current eco-town agenda in the UK and pledged to share insights from Masdar City.

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About Masdar

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To learn more about Masdar, please visit www.masdaruae.com.



MASDAR INVESTS \$177 MILLION IN EUROPEAN WIND TURBINE MANUFACTURER

The Move Signals Masdar's Entry into the Lucrative Wind Energy Market

Abu Dhabi, September 23, 2008 – Masdar, Abu Dhabi's multi-billion dollar renewable energy and clean technology initiative, today bought a significant equity stake in WinWinD Oy, a Finnish wind turbine manufacturer. This strategic move highlights Masdar's commitment to be a key player in the wind energy markets.

"Wind plays a crucial part within renewable energy as it is commercially competitive today. It is important for Masdar to be part of that growth" said Dr. Sultan Al Jaber, CEO of Masdar. "WinWinD is at an interesting phase and is set to expand into a truly global wind company servicing several key markets like Scandinavia, USA, Europe, the Middle East and Asia", added Al Jaber.

WinWinD is a manufacturer active in the design, development and assembly of technologically advanced 1 and 3 MW wind turbines. Headquartered in Helsinki, Finland, WinWinD has corporate offices in Oulu, Finland and Chennai, India and following this deal there are plans to expand elements of the operation into Abu Dhabi.

This investment signals Masdar's strategy to lead in all forms of renewable energy. It allows Masdar to move rapidly into the worldwide wind market enabling it to diversify its renewable energy asset portfolio. With a string of projects already under development, buying into a turbine manufacturer underpins Masdar's strategy of investing in all aspects of the renewable energy value chain.

Masdar will work in partnership with the management of WinWinD and its majority owner, Sterling Infotech Group to accelerate WinWinD's geographic expansion in Europe, India and the Middle East. Masdar will hold three board seats on the WinWinD board and will share important experience gained in the renewable energy domain.

WinWinD, one of the top turbine manufacturers in the world in the multi-megawatt segment, has established technological expertise, and has strong growth potential. WinWinD will benefit from the investment by allowing the company to accelerate its expansion plans to enhance its position in new markets and become a significant player in the global wind energy. A large proportion of Masdar's investment in WinWinD will go into expanding its Indian operations giving the company a better global performance.

"For WinWinD, the investment is a testament to the high quality of Finnish wind energy know-how and the increasing global demand for renewable energy," says Lassi Noponen, WinWinD's Executive Chairman. "The deal provides a solid basis for

developing our company further. This investment also beacons the breakthrough of Winwind's utility class technology and ensures that wind energy remains a key part of the renewable energy solutions required to meet the ever increasing global demand for energy.

Masdar's commitment and investment provides us with a springboard for future success," he said.

WinWinD's low speed turbine design makes it suitable for low wind conditions while catering for high energy yield, low maintenance and longer life.

Vaidyanathan Srinivasan, Group Chief Executive Officer of Sterling Infotech Group (SIG) the main shareholder of WinWinD said: "This deal is a great opportunity for WinWinD and its shareholders, and it will propel the company into significantly larger markets. Masdar has made a strategic move by investing in a company that has grown steadily over the past few years," he said.

The investment will make Masdar a viable player in the wind power industries and allow it to lead the way globally in future energies.

About Masdar

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About WinWinD

WinWinD Oy supplies one and three megawatt wind turbines based on the low speed technology. The most significant benefits obtained have been operating reliability and high availability. An advanced planetary gear solution and low speed synchronous generator form the heart of the concept, which combines the reliability of a modern direct drive and the compactness of the traditional high speed gear system. Low rotational speed together with the proper dimensioning ensures reliability and high availability. WinWinD Oy head office is located in Helsinki with assembly plants in Finland and India.

About Sterling

Sterling Infotech Group is a multi-billion dollar Group with varied interests in potential business sectors including communication, media, renewable energy, real estate, agriculture and food & wellness. Sterling pioneered computerization in India in the 1980's by offering affordable personal computers. This affordability facilitated small and medium enterprises to grow multi-fold in their operations. In addition, Sterling

revolutionized the mobile communication industry in the 1990's by being among the first to launch cellular services in India. To find out more about Sterling, visit www.sig.co.in.

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APPENDIX (MEDIA LIST)

The media list contains materials Edelman considers proprietary and therefore are not included. The media list contains the global media list (US, UK/Europe and AsiaPacific) for print publications, broadcast, wires, and trades that information materials were disseminated on behalf of Abu Dhabi Future Energy Company (trading name of Masdar).

Name of Registrant: Daniel J. Edelman, Inc.
Registration No.: 3657

ATTACHMENT E

Period of April 1, 2008 through September 30, 2008

(An employee or individuals' termination is based on connection with a specific Foreign Principal)

Question: 5(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.

Foreign Principal: Office of the Japanese Consul General

Name	Position or connection	Date terminated
Litman, Joseph	Account Supervisor	05/19/2008

Foreign Principal: Invest Northern Ireland

Name	Position or connection	Date terminated
Gee, Joshua	Assistant Account Executive	04/07/2008
Kovitz, Lisa	Executive Vice President	05/01/2008
Kuhn, Thomas	Account Executive	05/29/2008
Laws, George B.	Senior Account Executive	05/07/2008
Robbins, Terri Lee	Senior Vice President/PR support for salon event	05/16/2008
Tabak, Ilana	Senior Account Executive	04/03/2008

Foreign Principal: Abu Dhabi Future Energy Company (trading name of Masdar)

Name	Position or connection	Date terminated
Chan, Charmaine	Senior Account Executive	07/31/2008
Clifford, Robin	PR/communications planning and support	09/30/2008
Hartline, Dana	Vice President	04/16/2008
Jennings, Thomas R.	PR Consultant	07/31/2008
Schnur, Daniel Clark	Executive Vice President	07/17/2008
Yoo, Jennifer	Assistant Account Executive	04/17/2008

**** Short Form Registration pending and will be filed with FARA separately.**

Name of Registrant: Daniel J. Edelman, Inc.
Registration No.: 3657

ATTACHMENT F
Period of April 1, 2008 through September 30, 2008
(Short Form Registrations forms attached)

Question: 5(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?

Foreign Principal: Office of the Japanese Consul General

Name	Residence address	Citizenship	Position	Date assumed
Estevez, Michael	Included in Short Form Registration	U.S.	Senior Account Supervisor	05/16/2008

Foreign Principal: Invest Northern Ireland

Name	Residence address	Citizenship	Position	Date assumed
Gee, Joshua	Included in Short Form Registration	U.S.	Assistant Account Executive	04/07/2008
Kovitz, Lisa	Included in Short Form Registration	U.S.	Executive Vice President	05/01/2008
Laws, George B.	Included in Short Form Registration	U.S.	Senior Account Executive	05/07/2008
Merrill, Melissa	Included in Short Form Registration	U.S.	Account Supervisor	09/18/2008
Moynihan, Megan E.	Included in Short Form Registration	U.S.	Assistant Account Executive	09/24/2008
Rasiel, Ethan	Included in Short Form Registration	U.S.	Executive Vice President	09/02/2008
Roy, Stephen	Included in Short Form Registration	U.S.	Vice President	09/02/2008
Tabak, Ilana	Included in Short Form Registration	U.S.	Senior Account Executive	04/03/2008
Taylor, Jennifer	Included in Short Form Registration	U.S.	Account Supervisor	09/03/2008
Van der Boom, Christel	Included in Short Form Registration	U.S.	The Netherlands	09/22/2008

Foreign Principal: Abu Dhabi Future Energy Company (trading name of Masdar)

Name	Residence address	Citizenship	Position	Date assumed
Banda, Jaroslaw	Included in Short Form Registration	Polish	Deputy General Manager	06/01/2008
Chan, Charmaine	Included in Short Form Registration	British	Senior Account Executive	05/01/2008
Clifford, Robin	Included in Short Form Registration	U.K.	PR	07/01/2008
Harrington, Matthew	Included in Short Form Registration	U.S.	President & CEO, U.S.	09/23/2008

Name of Registrant: Daniel J. Edelman, Inc.

Registration No.: 3657

Harris, Hadley	Included in Short Form Registration	U.S.	Senior Account Supervisor	04/11/2008
Jennings, Thomas R.	Included in Short Form Registration	British	PR Consultant	05/01/2008
Kyme, Irene	Included in Short Form Registration	British	PR Executive	07/01/2008
Malloy, Molly	Included in Short Form Registration	U.S.	Assistant Account Executive	06/02/2008
Reterska, Katarzyna	Included in Short Form Registration	U.S.	Account Supervisor	05/02/2008
Shattacharya, Rishi	Included in Short Form Registration	U.K.	PR Consultant	07/01/2008
Shriram, Kanika	Included in Short Form Registration	Indian	Communications Consultant	09/01/2008
White, Maura Ellen	Included in Short Form Registration	U.S.	Assistant Account Executive	05/12/2008

*** Short Form Registration pending and will be filed with FARA separately.*

Name of Registrant: Daniel J. Edelman, Inc.

Registration No.: 3657

ATTACHMENT G

Period of April 1, 2008 through September 30, 2008

Question: 15(c)

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 things of value 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?

Name	Date	Amount or thing of value	Name of political organization	Name of candidate
Adashek, Jonathan	April 2008	\$100	N/A	Brian Egolf/State House
Grundy, Mark	April 2008	\$25	N/A	Barack Obama
Keith, Elizabeth M.	Aug 2008	\$50	N/A	Sandy Treadwell
Krempasky, Michael	2008	\$300	N/A	John McCain
Kovitz, Lisa	Aug 2008	\$50	Democratic National Committee	N/A
Lacey, Kathleen	2008	\$4,600	N/A	Barack Obama
Lacey, Kathleen	2008	\$2,300	N/A	Hillary Clinton
Lacey, Kathleen	2008	\$2,300	N/A	Chris Dodd
Reterska, Katarzyna	2008	\$500 (approx.)	Presidential Campaign	Hillary Clinton
Saran, Smita	July 2008	\$50	N/A	Barack Obama
Walrath, Christopher	July 2008	\$100	Democratic National Committee	N/A