

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public. Finally, the Attorney General intends, at the earliest possible opportunity, to make these public documents available on the Internet on the Department of Justice World Wide Web site.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant 5W Public Relations 119 W. 40th St - 14th Fl. NY - NY - 10018	2. Registration No. 22-3887007 5061
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3. Name of foreign principal Israel Ministry of Tourism 800 2nd Ave	4. Principal address of foreign principal 800 2nd Ave NY - NY - 10017
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5. Indicate whether your foreign principal is one of the following:

Foreign government

Foreign political party

Foreign or domestic organization: If either, check one of the following:

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

Individual-State nationality _____

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6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant. Ministry of Tourism

b) Name and title of official with whom registrant deals. Minister Benny Elon
Ambassador Rami Levi

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

a) Principal address.

b) Name and title of official with whom registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

N/A

a) State the nature of the business or activity of this foreign principal

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal

Yes No

Owned by a foreign government, foreign political party, or other foreign principal

Yes No

Directed by a foreign government, foreign political party, or other foreign principal

Yes No

Controlled by a foreign government, foreign political party, or other foreign principal

Yes No

Financed by a foreign government, foreign political party, or other foreign principal

Yes No

Subsidized in part by a foreign government, foreign political party, or other foreign principal

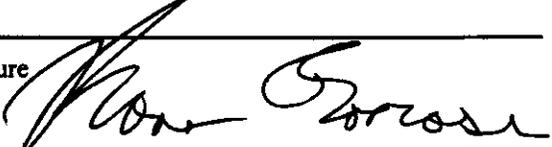
Yes No

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

N/A

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

N/A

Date of Exhibit A 5/14/03	Name and Title RONN TOROSSIAN	Signature 
President/CEO SW Public Relations		

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant SW Public Relations	2. Registration No. 22-388700 5561
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3. Name of Foreign Principal Israeli Ministry of Tourism

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Check Appropriate Boxes:

- 4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
- 5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- 6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Assist the Israeli Ministry of Tourism in encouraging tourism to Israel, coordinating media appearances by Ministry of Tourism + arranging meetings to affect change on State

Departments warning on travel to Israel.

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

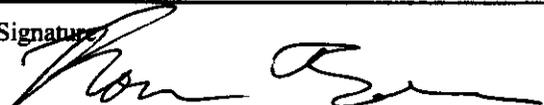
- Contacting elected officials, organizations, media outlets, etc. to arrange meetings to overturn State Dept's travel warning.
- 2) Speaking engagements
- 3) Media Appearances

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes No

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

- 1) Meetings with Congressmen, Senators, etc. to attempt to have lifted State Dept's warning on travel to Israel.
- 2) Speaking engagements at conferences
- 3) Media appearances

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Date of Exhibit B 5/14/03	Name and Title RONN TOROSSIAN Pres/CEO	Signature 
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Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political interests, policies, or relations of a government of a foreign country or a foreign political party.

AGREEMENT BETWEEN
GEOFFREY WEILL ASSOCIATES, INC. AND 5W PR, LLC.

Commencing upon execution of this agreement, 5W PR (hereafter 5WPR) will devote its best efforts to provide services as detailed below to Geoffrey Weill Associates (hereafter GWA) in connection to the services GWA provides to the Israel Ministry of Tourism.

1. FEES

This letter will confirm that 5WPR is hired by GWA for specific services (detailed below under paragraph 2).

The monthly fee to be paid by GWA to 5WPR is \$7,500 (seven thousand five hundred dollars), which shall be billed by 5WPR to GWA in bi-monthly *weekly* installments of \$3,750, and paid by GWA to 5WPR within 14 days of receipt of the invoice. 5WPR recognizes that GWA's ability to pay 5WPR is connected to GWA's receipt of its monthly contractual fee from the Israel Ministry of Tourism and waives the imposition of monthly interest charges in the event of delayed payment of its fee.

If, upon receipt of any invoice, GWA should have any questions pertaining thereto, GWA will raise such questions directly with 5W PR as soon as possible. Any objections GWA may have to any invoice shall be deemed waived if such questions are not communicated in writing to 5WPR within ten (10) days of GWA's receipt of said invoices.

Activities will be initiated on the signing of this contract, and the first payment shall be made by GWA to 5W PR no later than April 28, 2003. Checks shall be made payable to 5W Public Relations, LLC and remitted to: 5W Public Relations, I.L.C, 119 West 40th Street, 14th Floor, NY, NY 10018.

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2. SERVICES

5WPR will devote its best efforts to providing services as detailed below:

- The encouragement of Christian Market tourism to Israel
- The arrangement of media appearances by the Minister of Tourism
- The arrangement of meetings on Capitol Hill and elsewhere regarding the State Department's warning against travel to the State of Israel.

3. DURATION OF AGREEMENT

The period of this agreement is from April 7, 2003 through December 31, 2003. After the first six months of the agreement, the contract between GWA and 5WPR may be cancelled by either party on the giving of 30-days notice in writing. Moreover:

- Should there be a change in Ministers of Tourism within the first 3 months of this agreement, GWA may terminate the services of 5WPR should the new Minister (or the Ministry of Tourism in Jerusalem or New York) make such a request in writing. In such an instance, GWA would provide 5WPR with 30-days notice of such termination.

- In the event that notice is given that GWA's contractual arrangement to provide services to the Israel Ministry of Tourism is abrogated at any time, either GWA or 5WPR has the right to terminate the agreement forthwith. In such case, the only remaining obligation of GWA to 5WPR would be the payment of the remaining proportion of its current monthly fee calculated on a daily pro-rated basis from the date of the most recent payment until the date notice was given that the agreement between GWA and the Israel Ministry of Tourism is abrogated.

- In the event that notice is given that the fee embodied in GWA's contractual arrangement to provide services to the Israel Ministry of Tourism is reduced, GWA may reduce the payment level of its contract with 5WPR by a sum of identical percentage, upon providing written proof to 5WPR of the amendment to its contract with the Israel Ministry of Tourism. In such case, a revised payment schedule would be formulated by GWA and 5WPR reflecting the proportionally lowered sum, with a recalculation on a daily pro-rated basis, with the change in 5WPR's contract with GWA taking effect on the same day as GWA's contractual change with IMOT becomes effective.

4. PAYMENTS

After the initial payment by GWA to 5WPR (dated April 21, 2003 and due by April 28, 2003), payments shall be made by GWA to 5WPR on a regular bi-weekly basis, commencing May 5, 2003 and lasting through December 21, 2003, plus a final payment calculated on a daily pro-rated basis to cover the agreement's final ten days.

5WPR recognizes that GWA's ability to pay 5WPR is connected to GWA's receipt of its monthly contractual fee from the Israel Ministry of Tourism and waives the imposition of monthly interest charges in the event of delayed payment of its fee from the Ministry. GWA commits that should payment from Ministry be delayed it will pay 5WPR in a timely manner upon receipt of its fee from the Ministry.

5. EXPENSES

All additional expenses (including transportation, hotels, xeroxing, communication charges) are included in the monthly retainer, and no additional fees shall be billed by SWPR to GWA over and above the fees outlined above under paragraph #1, FEES, above.

6. INDEPENDENT CONTRACTOR STATUS AND INDEMNIFICATION

GWA and SWPR and all of their employees are independent contractors and not employees of the other firm. SWPR and GWA agree not to take suit against each other and SWPR agrees to hold GWA harmless and indemnify GWA for any and all claims, lawsuits, judgments or obligations, including counsel fees, experts' fees and costs of any suit against SWPR arising as a result of work performed pursuant to this agreement. This section does not minimize or restrict the contractual obligations of GWA to reimburse SWPR for its fee as detailed in paragraph #1 FEES. The terms of this section shall survive the termination of this agreement.

7. NON-SOLICITATION

Recognizing the time and expense of GWA's and SWPR's investments in their employees, both firms agree that they shall not directly or indirectly employ, hire or retain any person who is an employee of the other during the term of this agreement and for a period of one (1) year following the termination of this agreement.

8. GOVERNING LAW

This agreement shall be governed by the laws of the State of New York. In the event that any dispute should arise under this agreement, the parties agree to waive all jurisdictional and venue objections and to have all such disputes submitted to and heard before the Superior Court of the State of New York. However, GWA and SWPR reserve the right to seek resolution in New York County Small Claims Court for funds in dispute at or below the Small Claims' Court Limit.

9. PUBLICITY

In the event that either GWA or SWPR wishes to make public the agreement between them, it is agreed that the following text will be utilized.

"SW PR and Geoffrey Weill Associates have formed a strategic partnership to address the expanded needs of the Israel Ministry of Tourism. WEILL will continue to concentrate on tourism marketing, promotion and public relations, and SW PR will concentrate on the promotion of tourism to Israel by American

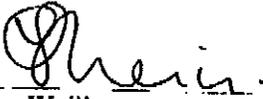
Christians, and on political efforts to waive the State Department's advisory regarding travel to Israel.

In summation, both GWA and SWPR give assurance of their very best efforts in furtherance of the execution of this agreement.

Agreed to and accepted.

By: 
Ronn Tavossian
President, SW PR, Inc.

Date _____

By: 
Geoffrey Weill
President, Geoffrey Weill Associates, Inc.

Date 4/12/03

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