

For Six Month Period Ending 06/30/09  
(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant  
Spring, O'Brien & Co., Inc.

(b) Registration No.  
5872

(c) Business Address(es) of Registrant  
50 West 23rd Street, 11th Floor  
New York, NY 10010

CRM/ISS/REGISTRATION UNIT  
2009 AUG -3 PM 12:04

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

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

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

3. If you have previously filed Exhibit C<sup>1</sup>, 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.

<sup>1</sup> 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
Sharon Fischer	CFO	12/31/08

(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
Nasikh Hasan	70-35 Broadway, Apt C-16 Jackson Heights, NY 11372	US	Financial Director	01/01/09

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
------	------------------------	-----------------

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

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
------	-------------------	-------------	----------	--------------

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

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

none

**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 principal<sup>2</sup> 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 principals<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Moroccan National Tourist Office  
Ministry of Tourism St. Vincent & The Grenadines  
Hong Kong Tourism Board  
International Business Wales a/k/a Welsh Development Agency  
Tourism New Zealand

10. **EXHIBITS A AND B**

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

Exhibit A<sup>3</sup> Yes  No   
Exhibit B<sup>4</sup> 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:  
See Attached

---

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below?  
Yes                       No

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

---

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

If yes, describe fully.

---

<sup>5</sup> The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**IV - FINANCIAL INFORMATION**

**14. (a) RECEIPTS - MONIES**

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

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies<sup>6</sup>.

Date	From whom	Purpose	Amount
See Attached			

\$740,454.49

Total

**(b) RECEIPTS - FUND RAISING CAMPAIGN**

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

If yes, have you filed an Exhibit D<sup>8</sup> 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 value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes  No

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
------------------------------	------------------	----------------------------------	---------

<sup>6, 7</sup> 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).)

<sup>8</sup> 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.

<sup>9</sup> 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
See attached			

\$740,454.49

---

Total

**(b) DISBURSEMENTS – THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> 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
---------------	------------------------------	-------------------------------------	-------------------------------	---------

**(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 value<sup>11</sup> 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
------	--------------------------	--------------------------------	-------------------

<sup>10, 11</sup> 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 materials<sup>12</sup>?  
Yes  No

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

17. Identify each such foreign principal.

- Moroccan National Tourist Office
- Ministry of Tourism St. Vincent & The Grenadines
- Hong Kong Tourism Board
- International Business Wales a/k/a Welsh Development Agency
- Tourism New Zealand

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.

See attached.

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:

- |  |   |   |  |
|--|---|---|--|
| <input checked="" type="checkbox"/> Radio or TV broadcasts | <input checked="" type="checkbox"/> Magazine or newspaper articles                        | <input type="checkbox"/> Motion picture films                       | <input checked="" type="checkbox"/> Letters or telegrams |
| <input checked="" type="checkbox"/> Advertising campaigns  | <input checked="" type="checkbox"/> Press releases  | <input checked="" type="checkbox"/> Pamphlets or other publications | <input type="checkbox"/> Lectures or speeches            |
| <input type="checkbox"/> Internet                          | <input checked="" type="checkbox"/> Other (specify) <u>Industry Events, Tour Packages</u> |   |  |

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

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Public officials      | <input checked="" type="checkbox"/> Newspapers        | <input type="checkbox"/> Libraries                |
| <input type="checkbox"/> Legislators           | <input checked="" type="checkbox"/> Editors           | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies   | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups       |
| <input type="checkbox"/> Other (specify) _____ |   |   |

21. What language was used in the informational materials:

- English  Other (specify) \_\_\_\_\_

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

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

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

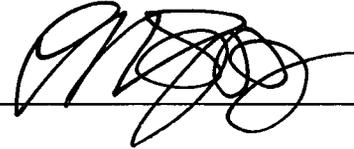
**VI – EXECUTION**

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

(Date of signature )

(Type or print name under each signature<sup>13</sup>)

7-28-2009



CHRISTOPHER SPRAIN

2009 AUG -3 PM 12: 04  
CRM/ISS/REGISTRATION UNIT

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





U.S. Department of Justice

National Security Division

Washington, DC 20530

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

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

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

**Short Form List for Registrant: Spring O'Brien & Company, Inc.**

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Mulqueen	John	10/10/2008		
Spring	Chris	10/10/2008		
Lai	Steven	10/10/2008		
Irons	Amanda	10/10/2008		
Brossard	Nora	10/10/2008		
Lynch	Colm	10/10/2008		
Wu	Melissa	10/10/2008		
Erucar	Ulku	10/10/2008		
Kaufman	Lauren	10/10/2008		
Kinstler	Carina	10/10/2008		
DeConti	Jessica	10/10/2008		
Nichols	April Mason	10/10/2008		
Goode	Michael	10/10/2008		

2009 AUG -3 PM 12: 04  
CRM/ISS/REGISTRATION UNIT

Moroccan National Tourist Office

1. Legal name and address of client

Moroccan National Tourist Office  
106 West 40<sup>th</sup> Street  
Suite 1820  
New York, NY 10018  
ATTN: Rachid Maaninou  
Director, USA  
Phone: 212-221-1583  
Fax: 212-221-1887

2009 AUG -3 PM 12: 04  
CRM/ISS/REGISTRATION UNIT

2. List of staff with titles

Christopher Spring, President  
Judy Lee, Account Supervisor  
Nora Brossard, Editorial Director  
Jessica DeConti, Assistant Account Director

3. What activities we perform

Public Relations

- Objective: Spur US travel to the destination via travel stories in US media
- Serve as conduit to US media in disseminating news about Morocco of interest to US travelers, divers, food lovers, sailing enthusiasts, etc.
- Work with TV and cable producers to generate US broadcast programming
- Help develop new products including tours and packages for travelers
- Recruit journalists to visit and write about the destination in US media outlets
- Support the client at trade and other industry events

4. Budget and amount for activities

Public Relations:  
\$13,000/month (through June 16, 2009)



Moroccan National Tourist Office  
Angle Rue Oued Al Makhazine  
Rue Zalaga  
Agdal - Rabat  
Morocco  
Attn: Hicham Boudraa

Invoice No : 45022  
Date : 01/30/09  
Job No : MNT0 FEE  
Terms : upon receipt  
Page : 1

Reference Contract No DA/04/08 (08/012)

Job Title: Public Relations Fee

Public Relations Fee – December 28, 2008 –  
January 27, 2009

	\$ 15,000.00
	-----
Total	\$ 15,000.00
	=====

**Total - Fifteen thousand dollars**

PLEASE WIRE FUNDS TO:

SPRING O'BRIEN & CO., INC.  
CITIBANK  
23<sup>RD</sup> STREET FINANCIAL CENTER  
717 AVENUE OF THE AMERICAS  
NEW YORK, NY 10010  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.



**SPRING O'BRIEN**

Moroccan National  
Tourist Office  
7208 Sand Lake Road, Ste. 204  
Orlando, FL 32819  
ATTN: Rachid Maainou

Invoice-# : 045237  
Date : 02/27/09  
Job Number : MNTO-EEE  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title :  
Description : JAN 2009 FEE

DESCRIPTION

AMOUNT

15,000.00

15,000.00

Advance Billing

INVOICE TOTAL

Spring O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



**SPRING O'BRIEN**

Moroccan National Tourist Office  
Angle Rue Oued Al Makhazine  
Rue Zalaga  
Agdal - Rabat  
Morocco  
Attn: Hicham Boudraa

Invoice No : 45339  
Date : 03/09/09  
Job No : MNT0 004  
Terms : upon receipt  
Page : 1

Job Title : Reference Contract NO DA/04/08(08/012)  
Richard Bangs Event Expenses – February 12, 2009

New York Catering (details in backup)	\$ 14,089.60
AV Equipment & Technician	700.00
Design & Production of Invitation	900.00
Photography	750.00
400 books – Quest for the Kasbah	5,000.00
Printing & Printing of Press Kits	584.30
Name Badges	105.10
Shipping & Messengers	439.38
Travel Expenses for Richard Bangs	5,238.18
Photocopying includes color copies	74.70
Total	\$ 27,881.26

**Total - Twenty seven thousand, eight hundred eighty-one dollars and twenty-six cents.**

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
ffair@spring-obrien.com



**SPRING O BRIEN**

Moroccan National Tourist Office  
Angle Rue Oued Al Makhazine  
Rue Zalaga  
Agdal - Rabat  
Morocco  
Attn: Hicham Boudraa

Invoice No : 45378  
Date : 03/31/09  
Job No : MNT0 FEE  
Terms : upon receipt  
Page : 1

Reference Contract No DA/04/08 (08/012)

Job Title: Public Relations Fee

Public Relations Fee – February 28, 2009 –  
March 27, 2009

	\$ 15,000.00
	-----
<b>Total</b>	<b>\$ 15,000.00</b>
	=====

**Total - Fifteen thousand dollars**

PLEASE WIRE FUNDS TO:

SPRING O'BRIEN & CO., INC.  
CITIBANK  
23<sup>RD</sup> STREET FINANCIAL CENTER  
717 AVENUE OF THE AMERICAS  
NEW YORK, NY 10010  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

2009 AUG -3 PM 12: 04  
CRM/ISS/REGISTRATION UNIT



**SPRING O BRIEN**

Moroccan National  
Tourist Office  
7208 Sand Lake Road, Ste. 204  
Orlando, FL 32819  
ATTN: Rachid Maainou

Invoice-# : 045412  
Date : 03/02/09  
Job Number : MNTO-FEE  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title :  
Description : January Fee

DESCRIPTION	AMOUNT
Public Relations Fee January 28 - February 27, 2009	15,000.00
--- INVOICE TOTAL ---	\$ 15,000.00



**SPRING O BRIEN**

Moroccan National Tourist Office  
Angle Rue Oued Al Makhazine  
Rue Zalaga  
Agdal - Rabat  
Morocco  
Attn: Hicham Boudraa

Invoice No : 45546  
Date : 04/28/09  
Job No : MNT0 FEE  
Terms : upon receipt  
Page : 1

Reference Contract No DA/04/08 (08/012)

Job Title: Public Relations Fee

Public Relations Fee – March 28, 2009 –  
April 27, 2009

	\$ 15,000.00
	-----
Total	\$ 15,000.00
	=====

**Total - Fifteen thousand dollars**

PLEASE WIRE FUNDS TO:

SPRING O'BRIEN & CO., INC.  
CITIBANK  
23<sup>RD</sup> STREET FINANCIAL CENTER  
717 AVENUE OF THE AMERICAS  
NEW YORK, NY 10010  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



**SPRING O BRIEN**

Moroccan National Tourist Office  
Angle Rue Oued Al Makhazine  
Rue Zalaga  
Agdal - Rabat  
Morocco  
Attn: Hicham Boudraa

Invoice No : 45728  
Date : 05/29/09  
Job No : MNT0 FEE  
Terms : upon receipt  
Page : 1

Reference Contract No DA/04/08 (08/012)

Job Title: Public Relations Fee

Public Relations Fee – April 28, 2009 –  
May 27, 2009

\$ 15,000.00  
-----  
Total \$ 15,000.00  
=====

**Total - Fifteen thousand dollars**

PLEASE WIRE FUNDS TO:

SPRING O'BRIEN & CO., INC.  
CITIBANK  
23<sup>RD</sup> STREET FINANCIAL CENTER  
717 AVENUE OF THE AMERICAS  
NEW YORK, NY 10010  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

2009 AUG -3 PM 12: 04  
CRM/ISS/REGISTRATION UNIT

**Spring, O'Brien & Co., Inc.**  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



**SPRING O'BRIEN**

Moroccan National Tourist Office  
Angle Rue Oued Al Makhazine  
Rue Zalaga  
Agdal - Rabat  
Morocco  
Attn: Hicham Boudraa

Invoice No : 45838  
Date : 06/17/09  
Job No : MNT0 FEE  
Terms : upon receipt  
Page : 1

Reference Contract No DA/04/08 (08/012)

Job Title: Public Relations Fee

Public Relations Fee – May 28, 2009 –  
June 16, 2009

	\$ 9,500.00
	-----
Total	\$ 9,500.00
	=====

**Total – Ninety five hundred dollars**

PLEASE WIRE FUNDS TO:

SPRING O'BRIEN & CO., INC.  
CITIBANK  
23<sup>RD</sup> STREET FINANCIAL CENTER  
717 AVENUE OF THE AMERICAS  
NEW YORK, NY 10010  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

St. Vincent & The Grenadines

**1. Legal name and address of client**

St. Vincent & The Grenadines Ministry of Tourism  
Vida Bernard  
P.O. Box 834  
Cruise Ship Terminal  
Harbour Quay  
St. Vincent and the Grenadines  
Telephone: (784) 457-1502  
Fax: (784) 451-2425

**2. List of staff with titles**

Advertising:

Chris Spring – President  
Amanda Irons – Assistant Account Executive  
Michael Goode – Senior Art Director  
Robert Steward – EVP, Creative Director

Public Relations:

Ulku Erucar – Account Executive  
Melissa Wu – Assistant Account Executive

**3. What activities we perform**

Advertising:

- Media planning and buying for the U.S. market in consumer and trade print publications
- Creative development and production of advertising for U.S. print advertisements

Public Relations:

- Craft press releases (when applicable and as needed) and pitch letters to travel editors to secure feature stories and articles
- Coordinate press trips to offer first hand experiences enabling writers, editors, and journalists on assignment for targeted publications and outlets online and in print to generate compelling feature articles
- Determine broadcast opportunities to generate additional media coverage
- Identify travel trends to help develop timely promotions and packages
- Screen, organize, and distribute media clippings for client reports

**4. Budget and amount for activities**

Advertising:

Media buying: ~~\$244,272.35~~ **\$360,000**

Public Relations:

~~\$8,000/month, \$96,000 yearly~~

**9** **108,000**

CRM/ISS/REGISTRATION UNIT

2009 AUG -3 PM 12: 04

EUROPE  
A  
S



# SPRING O'BRIEN

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour-Shillingford

Invoice No : 45238  
Date : 02/27/09  
Job No : STV 7356  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Media

Bridal Guide - January/February 2009  
(per attached insertion)

\$ 10,588.24

Total \$ 10,588.24

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour-Shillingford

Invoice No : 45239  
Date : 02/27/09  
Job No : STV 7356  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Media

Sport Diver – Annual World's Best Diving  
& Resorts 2009  
(per attached insertion)

\$ 15,982.35

Total \$ 15,982.35

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



**SPRING O'BRIEN**

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour Shillingford

Invoice No : 45246  
Date : 02/27/09  
Job No : STV 7356  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Media

Destination Weddings & Honeymoons  
2009 Worldwide Guide  
(per attached insertion)

\$ 8,235.30  
-----  
Total \$ 8,235.30  
=====

INV # 60703 2/1/09  
2/2/09

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.



# SPRING O'BRIEN

St. Vincent & The Grenadines  
 Tourism Authority  
 P.O. Box 834, 2<sup>nd</sup> Fl.  
 NIS Building  
 Upper Bay Street  
 Kingstown, St. Vincent & The Grenadines  
 Attn: Yvonne Armour-Shillingford

Invoice No : 45413  
 Date : 03/31/09  
 Job No : STV 7356  
 Terms : upon receipt  
 Page : 1

Job Title: 2009 US Media

Bridal Guide – March/April 2009  
 (per attached insertion)

\$ 10,588.24

Total \$ 10,588.24

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
 Citibank  
 1 Park Avenue  
 New York, NY 10016  
 ABA # 021001486  
 A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212) 620-7100 Fax: (212) 620-7166  
 flair@spring-obrien.com



**SPRING O'BRIEN**

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour-Shillingford

Invoice No : 45417  
Date : 03/31/09  
Job No : STV FEE  
Terms : upon receipt  
Page : 1

Job Title: Public Relations Fees

US Public Relations Fees:  
January/February/March 2009

\$ 27,000.00  
-----  
\$ 27,000.00  
=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212)620-7100 Fax: (212)620-7166  
flair@spring-obrien.com



**SPRING O'BRIEN**

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour-Shillingford

Invoice No : 45425R  
Date : 03/31/09  
Job No : STV 7491  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Production

US Public Relations Fee for  
January 2009

\$ 5,000.00

Total

\$ 5,000.00  
=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



**SPRING O'BRIEN**

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour-Shillingford

Invoice No : 45548  
Date : 04/30/09  
Job No : STV 7356  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Media

Cruising World - April 2009  
(per attached insertion)

\$ 9,000.00

Total \$ 9,000.00

INV# 70652 4/20/09

84/09

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.



**SPRING O'BRIEN**

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour-Shillingford

Invoice No : 45549  
Date : 04/30/09  
Job No : STV 7356  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Media

Dive Training - April 2009  
(per attached insertion)

\$ 7,502.00  
-----  
Total \$ 7,502.00  
=====

INV# 200904 4/1/09  
84/09

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

2009 AUG -3 PM 12: 05  
CRM/ISS/REGISTRATION UNIT



SPRING O'BRIEN

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour-Shillingford

Invoice No : 45550  
Date : 04/30/09  
Job No : STV 7356  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Media

Destination Weddings & Honeymoons - Spring 2009  
(per attached insertion)

\$ 8,235.29  
-----

Total \$ 8,235.29  
=====

INV# 71105 4/1/09

4/1/09

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.



**SPRING O'BRIEN**

St. Vincent &  
The Grenadines  
P. O. Box 834  
ATTN: Yvonne Armour-Shillingfor

Invoice-# : 045578  
Date : 04/01/09  
Job Number : STV-7356  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title : 2009 US Media

-----  
DESCRIPTION

AMOUNT

Recommend Magazine - March 2009

20,000.00

--- INVOICE TOTAL ---

\$ 20,000.00  
=====



# SPRING O BRIEN

St. Vincent &  
The Grenadines  
P. O. Box 834  
ATTN: Yvonne Armour-Shillingior

Invoice-# : 045579  
Date : 04/01/09  
Job Number : STV-7356  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title : 2009 US Media

DESCRIPTION	AMOUNT
Travel Franchise Group - January & March 2009	6,250.00
INVOICE TOTAL	\$ 6,250.00



# SPRING O BRIEN

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour-Shillingford

Invoice No : 45580  
Date : 04/01/09  
Job No : STV 7491  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Production

US Public Relations Fee for April 2009	\$ 2,000.00
	-----
Total	\$ 2,000.00
	=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



**SPRING O'BRIEN**

St. Vincent &  
The Grenadines  
P. O. Box 834  
ATTN: Yvonne Armour-Shillingfor

Invoice-# : 045581  
Date : 04/01/09  
Job Number : STV-7356  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title : 2009 US Media

-----  
DESCRIPTION

AMOUNT

Recommend Magazine - April 2009

20,000.00

--- INVOICE TOTAL ---

\$ 20,000.00  
=====



SPRING O'BRIEN

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour Shillingford

Invoice No : 45671  
Date : 05/11/09  
Job No : STV 7356  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Media

Cruising World - May 2009  
(per attached insertion)

\$ 9,000.00  
-----  
Total \$ 9,000.00  
=====

INV# 73682 5/11/09  
5/11/09

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.



**SPRING O BRIEN**

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour Shillingford

Invoice No : 45672  
Date : 05/11/09  
Job No : STV 7356  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Media

Dive Training - May 2009  
(per attached insertion)

\$ 7,502.00

Total \$ 7,502.00

INVT 200905 s/1/09  
ES/09

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

2009 AUG -3 PM 12: 05  
CRM/ISS/REGISTRATION UNIT

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



**SPRING O'BRIEN**

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour Shillingford

Invoice No : 45673  
Date : 05/11/09  
Job No : STV 7356  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Media

Bridal Guide - May/June 2009  
(per attached insertion)

\$ 10,588.24  
-----  
Total \$ 10,588.24  
=====

INV# 121024 5/1/09

ES/09

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.



# SPRING O'BRIEN

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour Shillingford

Invoice No : 45682  
Date : 05/18/09  
Job No : STV 001  
Terms : upon receipt  
Page : 1

Job Title : Public Relations Expenses  
Description : January/February/March 2009

Press Clipping Services	\$	1,709.40
Reference & Research		206.25
Sony Flash Drive		7.04
Shipping & Messengers		567.04
Telephone & Facsimile		452.91
Airline Tickets		719.18



St. Vincent & The Grenadines  
 Tourism Authority  
 P.O. Box 834, 2<sup>nd</sup> Fl  
 NIS Building  
 Upper Bay Street  
 Kingstown, St. Vincent & The Grenadines  
 Attn: Yvonne Armour-Shillingford

Invoice No : 45682  
 Date : 05/18/09  
 Job No : STV 001  
 Terms : upon receipt  
 Page : 2

Job Title : Public Relations Expenses  
 Description : January/February/March 2009

Local Travel	23.60
Media relations – Lunch with National Geographic Adventure	14.24
Photocopying – includes color copies	262.60
	-----
	\$ 3,962.26
17.65% Agency Commission	699.34
	-----
Total	\$ 4,661.60
	=====

**PLEASE REMIT IN U.S. DOLLARS**

PLEASE WIRE FUNDS TO:

SPRING O'BRIEN & CO., INC.  
 CITIBANK  
 23<sup>rd</sup> Street Financial Center  
 717 Avenue of the Americas  
 NEW YORK, NY 10010  
 ABA # 021001486  
 A/C # 085 05680 2



**SPRING O'BRIEN**

St. Vincent &  
The Grenadines  
P. O. Box 834  
ATTN: Yvonne Armour-Shillingfor

Invoice-# : 045719  
Date : 05/29/09  
Job Number : STV-7996  
Terms : upon receipt  
P. O. Number :  
Page-# : 1

Job title : National Geographic Traveler

DESCRIPTION	AMOUNT
National Geographic Traveler	19,745.00
<b>INVOICE TOTAL</b>	<b>19,745.00</b>



**SPRING O'BRIEN**

St. Vincent &  
The Grenadines  
P. O. Box 834  
ATTN: Yvonne Armour-Shillingfor

Invoice-# : 045720  
Date : 05/29/09  
Job Number : STV-7356  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title : 2009 US Media

-----  
DESCRIPTION

Travel Franchise Group - April & May  
2009

-----  
AMOUNT

2,000.00

-----  
2,000.00  
=====

-----  
INVOICE TOTAL

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour-Shillingford

Invoice No : 45800  
Date : 06/30/09  
Job No : STV FEE  
Terms : upon receipt  
Page : 1

Job Title: Public Relations Fees

US Public Relations Fees:  
April/May/June 2009

\$ 27,000.00

-----  
\$ 27,000.00  
=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



**SPRING O'BRIEN**

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour Shillingford

Invoice No : 45803  
Date : 06/01/09  
Job No : STV 7356  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Media

Dive Training - June 2009  
(per attached insertion)

\$ 2,934.00  
-----

Total \$ 2,934.00  
=====

INV# 200906 6/1/09  
6/09

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

2009 AUG -3 PM 12: 05  
CRM/ISS/REGISTRATION UNIT



**SPRING O BRIEN**

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour-Shillingford

Invoice No. : 45805R  
Date : 03/31/09  
Job No : STV 7491  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Production

US Public Relations Fee for March 2009	\$ 5,000.00
	-----
Total	\$ 5,000.00
	=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.



# SPRING O'BRIEN

St. Vincent & The Grenadines  
Tourism Authority  
P.O. Box 834, 2<sup>nd</sup> Fl.  
NIS Building  
Upper Bay Street  
Kingstown, St. Vincent & The Grenadines  
Attn: Yvonne Armour-Shillingford

Invoice No : 45825  
Date : 06/01/09  
Job No : STV 7491  
Terms : upon receipt  
Page : 1

Job Title: 2009 US Production

US Public Relations Fee for June 2009

\$ 2,000.00

Total \$ 2,000.00

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

St. Vincent &  
The Grenadines  
P. O. Box 834  
ATTN: Yvonne Armour-Shillingford

Invoice-# : 045826  
Date : 06/01/09  
Job Number : STV-7356  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title : 2009 US Media

DESCRIPTION	AMOUNT
Recommend Magazine - June 2009	20,000.00
<b>INVOICE TOTAL</b>	<b>20,000.00</b>

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com

# Bridal Guide – Sweepstakes (Sept/Oct issue)



## Win a Caribbean Honeymoon

Enter *Bridal Guide's* Booklets Just for You Sweepstakes to win a fabulous honeymoon to Young Island Resort, a private island paradise in St. Vincent and the Grenadines. The honeymoon package includes 8 days and 7 nights in an oceanview cottage, all meals, a couples' massage and more. See page 242 in our September/October issue for full prize details and to enter!

CRM/ISS/REGISTRATION UNIT

2009 AUG -3 PM 12: 05





# Sport Diver – Special Offers

Sportdiver.com - Scuba Diving, PADI, Scuba Equipment, Dive Equipment, Scuba Diving Certificate - Microsoft Internet Explorer

File Edit View Favorites Tools Help



Address http://www.sportdiver.com/article.jsp?ID=1000061805

Go Links

**Attention Dive Professionals!**  
Immerse yourself in the Total  
Cayman Islands Experience

Get the Sport Diver  
and get Sport Diver  
Get the Print Version  
Get the Digital Version  
Renew Your Membership  
Member Service?  
Featured Features



THE OFFICIAL PUBLICATION OF  
THE PADI DIVERS SOCIETY



## SPORT DIVER

THE OFFICIAL PUBLICATION OF THE PADI DIVERS SOCIETY

LOG IN / SIGN UP

Google™ Custom Search

submit

Select A Dive Destination

- FREE SCUBA DIVING INFO
- TRAVEL
- GEAR
- PHOTOS & VIDEO
- TRAINING
- MY DIVE PROFILE
- COMMUNITY
- DIVE TALK
- EVENTS
- CONTESTS

### St. Vincent & The Grenadines -- Indigo Dive

E-Mail to a friend  Print page

#### St. Vincent & The Grenadines -- Indigo Dive

Seven-night scuba diving and resort packages include:

- Rates starting at US \$999 per person, based on double occupancy
- Airport transfers
- Accommodation choices include:
  - Mariners Hotel ([www.marinershotel.com](http://www.marinershotel.com))
  - Beachcombers Hotel ([www.beachcombershotel.com](http://www.beachcombershotel.com))
  - Young Island Resort ([www.youngisland.com](http://www.youngisland.com))
- 10 dives or PADI Open Water Diver Course, with diving equipment
- Surface interval drinks, snacks, and fruits
- Dock to dock pickups at Mariners Hotel and Young Island, beach pickup from Beachcombers Hotel
- Tax and service charge
- Rates valid through 2009

For bookings or further information, visit [indigodive.com](http://indigodive.com) or call (784) 457-4928

[indigodive.com](http://indigodive.com)  
Telephone: (784) 457-4928

Bookmark this page.  
What are these?



**OLYMPUS**  
Stylus 1030 SW  
[Learn More.](#)  
*How deep does your camera go?*

Subscribe to our  
eNEWSLETTER  
Sign up to get our  
eNEWSLETTER and  
get the latest info  
about your favorite  
sport.

Name   
Email

USER POLL  
What's your favorite type of diving?  
 Reef  
 Wall  
 Night  
 Street

# Sport Diver – Special Offers

File Edit View Favorites Tools Help

Address <http://www.sportdiver.com/article.jsp?ID=1000061806>

Back Home Search Favorites



**SUNSET HOUSE**

**VISIT CAYMAN THIS SUMMER**

FROM \$865 per night

JUNE 1 - AUGUST 31 2008 CALL NOW 1-977-954-9292

50th Anniversary of the Grand Opening

and get Sport Diver  
Get the Print Version  
Get the Digital Version  
Renew Your Membership  
Renew Your Sponsor  
Renew Your Partner

## SPORT DIVER

LOG IN / SIGN UP

Google™ Custom Search

submit Select A Dive Destination

FREE SCUBA DIVING INFO TRAVEL GEAR PHOTOS & VIDEO TRAINING MY DIVE PROFILE COMMUNITY DIVE TALK EVENTS CONTESTS

### St. Vincent & The Grenadines -- Dive St. Vincent

Email to a friend  Print page

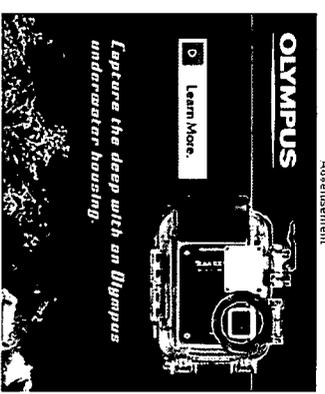
- Seven-night scuba diving and resort packages include:
- Rates starting at US\$951 per person, based on double occupancy
- Airport transfers
- Welcome drinks
- Accommodation choices include: Mariners Hotel ([www.marinershotel.com](http://www.marinershotel.com)), Paradise Inn ([www.paradisemysvg.com](http://www.paradisemysvg.com)), Lagoon Marina and Hotel ([www.lagoonmarina.com](http://www.lagoonmarina.com)), Rosewood Apartment Hotel ([www.rosewoodsvg.com](http://www.rosewoodsvg.com)), Sunset Shores Hotel ([www.sunsetshores.com](http://www.sunsetshores.com)) and Young Island Resort ([www.youngisland.com](http://www.youngisland.com))
- 10 dives with diving equipment
- Tax and service charge
- Rates valid through 2008

For bookings or further information, visit [www.divesvincent.com](http://www.divesvincent.com) or call (784) 457-4928

[www.divesvincent.com](http://www.divesvincent.com)  
Telephone: (784) 457-4928

Bookmark this page.  
What are these?

Advertisement



**OLYMPUS**

Learn More.

*Capture the deep with an Olympus underwater housing.*

Subscribe to our eNEWSLETTER

Sign up to get our eNEWSLETTER and get the latest info about your favorite sport.

Name:

Email:

submit

USER POLL

What's your favorite type of diving?

Reef

Wall

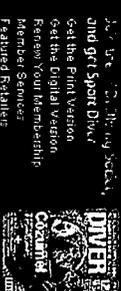
Night

Shore

# Sport Diver – Special Offers



**SUNSET HOUSE**  
 VISIT CAYMAN THIS SUMMER  
 FROM \$865 pp/night  
 JUNE 1 - AUGUST 31 2008 CALL NOW 1-877-854-3232



THE OFFICIAL PUBLICATION OF THE PADI DIVING SOCIETY  
**PADI**  
 Dive up... and get Sport Diver...  
 Call the Print Version...  
 Renew Your Membership...  
 Member Services...  
 Featured Retailers

## SPORT DIVER

- FREE SCUBA DIVING INFO
- TRAVEL
- GEAR
- PHOTOS & VIDEO
- TRAINING
- MY DIVE PROFILE
- COMMUNITY
- DIVE TALK
- EVENTS
- CONTESTS

### St. Vincent & The Grenadines -- Bequia Dive Adventures

E-Mail to a friend [Print page](#)

#### St. Vincent & The Grenadines -- Bequia Dive Adventures

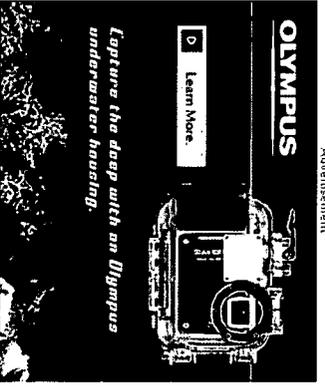
Seven-night scuba diving and resort packages include:

- Rates starting at US \$703 per person, based on double occupancy
- Airport and ferry transfers
- Accommodation choices include:
  - Bequia Beach Hotel ([www.bequiabeach.com](http://www.bequiabeach.com))
  - Village Apartments ([www.grenadines.net/bequia/villageapartments.htm](http://www.grenadines.net/bequia/villageapartments.htm))
  - Frangipani Hotel (<http://www.frangipanibequia.com/>)
  - Gingerbread Hotel ([www.gingerbreadhotel.com](http://www.gingerbreadhotel.com))
  - Plantation House Hotel ([www.hotel-plantation.net/indexen.htm](http://www.hotel-plantation.net/indexen.htm))
  - Old Fort Classic Villa ([www.theoldfort.com](http://www.theoldfort.com))
- 10 dives with diving equipment
- Tax included
- Rates valid through 2008

For bookings or further information, visit [www.bequiadiveadventures.com](http://www.bequiadiveadventures.com) or call (784) 458-3826

[www.bequiadiveadventures.com](http://www.bequiadiveadventures.com)  
 Telephone: (784) 458-3826

Bookmark this page:  
 What are these?



**OLYMPUS**  
 Advertisement  
 Learn More  
 Capture the deep with an Olympus underwater housing.

Subscribe to our eNEWSLETTER  
 Sign up to get our eNEWSLETTER and get the latest info about your favorite sport.

Name   
 Email

USER POLL  
 What's your favorite type of diving?  
 Reef  
 Wall  
 Night  
 Other

# Dive Training – St. Vincent Information

Treasure Islands - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.dnmg.com/Stories/DiveGeos/dvntentgeos.htm

Most Visited Getting Started Latest Headlines Free HTML

**Dive Training** Home Page

Dive Training Library Learn to Dive

Dive Scuba Products Underwater Eco Reading  
Services Services Photography Issues Services

**Find your local dive store.**

Your local dive store is a great resource for planning your next dive trip. Our exclusive Dive Center search engine will provide you with the name and phone number of your local dive center.

## Treasure Islands

### St. Vincent and the Grenadines

Story and photos by David Prichard and Lily Mak



"Not all treasure is silver and gold, mate," says Capt. Jack Sparrow (Johnny Depp) to young Will Turner (Orlando Bloom) in the Walt Disney movie "Pirates of the Caribbean: The Curse of the Black Pearl." Certainly he was referring to the natural riches found in St. Vincent and the Grenadines where the movie and upcoming two sequels were partially filmed. Nicknamed the underwater "critter capital" of the Caribbean, St. Vincent's marine life is not only gold and silver, but also a rainbow of colors. Plentiful frogfish, sea horses and other small creatures decorate the reefs, walls and pillars beneath the waves.

Real pirates have also played a part in the island's history. Blackbeard, perhaps the most famous pirate, captured the French slave ship La Concorde off St. Vincent in 1718.

THE CARIBBEAN'S WEDDING DESTINATION



ST. VINCENT  
& THE GRENADINES

*The Caribbean you're looking for*



*Walk down  
our isles*

[www.svgtourism.com](http://www.svgtourism.com)

ST. VINCENT, YOUNG ISLAND, BEQUIA, MUSTIQUE,  
CANOUAN, MAYREAU, TOBAGO CAYS, UNION ISLAND,  
PALM ISLAND AND PETIT ST. VINCENT

CARIBBEAN

CRM/ISS/REGISTRATION UNIT

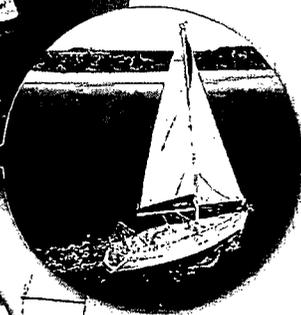
2009 AUG -3 PM 12: 05

WHERE THE CARIBBEAN SPARKLES!



# ST. VINCENT & THE GRENADINES

*The Caribbean you're looking for*



*Sail for isles and  
isles and isles...*

[www.svgtourism.com](http://www.svgtourism.com)

ST. VINCENT, YOUNG ISLAND, BEQUILA, MUSTIQUE,  
CANOUAN, MAYREAU, TOBAGO CAYS, UNION ISLAND,  
PALM ISLAND AND PETIT ST. VINCENT

CARIBBEAN





# 2009 Advertising Campaign

## U.S. and Canada

2009 AUG -3 PM 12: 05  
CRM/ISS/REGISTRATION UNIT



ST. VINCENT  
& THE GRENADINES

## 2009 Creative Strategy

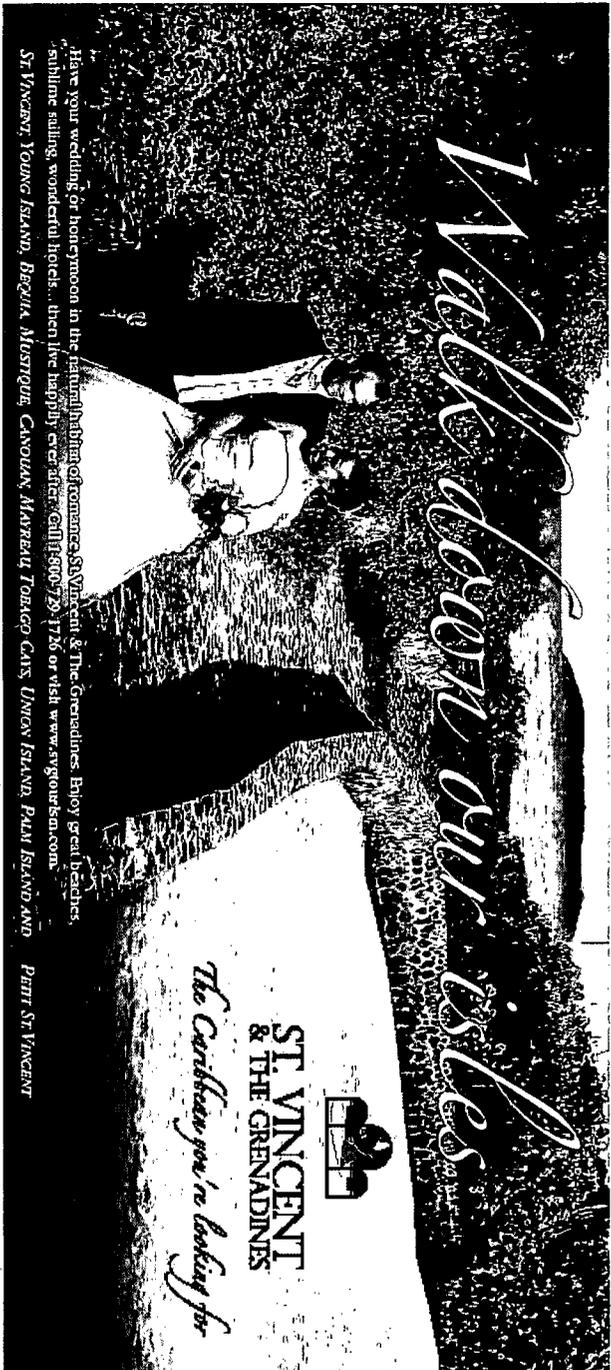
Present the essence of St. Vincent & The Grenadines in a dramatic fashion using large images and headlines supported by smaller images that, in each case, tell a story.



ST. VINCENT  
& THE GRENADINES

# 2009 Creative – Bridal

*Walk down our isles*



*The Caribbean you're looking for*



**ST VINCENT  
& THE GRENADINES**

Have your wedding or honeymoon in the natural habitat of romance, St. Vincent & The Grenadines. Enjoy great beaches, sublime sailing, wonderful hotels... then live happily ever after. Call 1-800-729-1726 or visit [www.stvgoisles.com](http://www.stvgoisles.com).

ST VINCENT, YOUNG ISLAND, BEQUIA, MUSTIQUE, CANOUAN, MAVRILL, TOBAGO CATS, UNION ISLAND, PALM ISLAND AND

PETIT ST VINCENT



**ST VINCENT  
& THE GRENADINES**



# 2009 Creative – Bridal


**ST. VINCENT  
& THE GRENADINES**

*The Caribbean you're looking for*

*WALK DOWN  
OUR ISLES*

Have your wedding or honeymoon  
 in the natural habitat of romance.  
 St. Vincent & The Grenadines. Enjoy great  
 beaches, sublime sailing, wonderful birds...  
 then live happily ever after!

Call 1-800-729-1726 or visit  
[www.stjtourism.com](http://www.stjtourism.com)

St. Vincent, Tobago, Antigua, Aruba, Barbados, Belize, Bermuda, Bonaire, Brunei, Cambodia, Curaçao, Dominica, Ecuador, El Salvador, French Polynesia, French West Indies, Guatemala, Honduras, Jamaica, Japan, Korea, Laos, Maldives, Mexico, Monaco, Myanmar, Nicaragua, Palau, Panama, Paraguay, Peru, Philippines, Puerto Rico, Rwanda, Saint Kitts and Nevis, Saint Lucia, Saint Martin, Saint Pierre and Miquelon, Saint Vincent and the Grenadines, Singapore, Sri Lanka, Taiwan, Thailand, Timor-Leste, Trinidad and Tobago, United States of America, United Kingdom, Uruguay, Vanuatu, Venezuela, Vietnam, Zambia, Zimbabwe


**ST. VINCENT  
& THE GRENADINES**

*The Caribbean you're looking for*

*WALK DOWN  
OUR ISLES*

Have your wedding or honeymoon  
 in the natural habitat of romance.  
 St. Vincent & The Grenadines.  
 Enjoy great beaches, sublime  
 sailing, wonderful birds...  
 then live happily ever after!

Call 1-800-729-1726 or visit  
[www.stjtourism.com](http://www.stjtourism.com)

St. Vincent, Tobago, Antigua, Aruba, Barbados, Belize, Bermuda, Bonaire, Brunei, Cambodia, Curaçao, Dominica, Ecuador, El Salvador, French Polynesia, French West Indies, Guatemala, Honduras, Jamaica, Japan, Korea, Laos, Maldives, Mexico, Monaco, Myanmar, Nicaragua, Palau, Panama, Paraguay, Peru, Philippines, Puerto Rico, Rwanda, Saint Kitts and Nevis, Saint Lucia, Saint Martin, Saint Pierre and Miquelon, Saint Vincent and the Grenadines, Singapore, Sri Lanka, Taiwan, Thailand, Timor-Leste, Trinidad and Tobago, United States of America, United Kingdom, Uruguay, Vanuatu, Venezuela, Vietnam, Zambia, Zimbabwe



ST. VINCENT  
& THE GRENADINES



# 2009 Creative – Diving

**THE CARIBBEAN'S GUILTY CAPITAL**

*Go where you'll see lots of new faces.*

Millions of fish, in fact, lurk nearby called jacks, the colorful denizens of our crystal clear waters. (And let's not forget some species seen nowhere else. Meet them face-to-face.

*The Caribbean you're looking for*

**ST VINCENT & THE GRENADINES**

Call 1-800-729-1726 or visit [www.svbournism.com](http://www.svbournism.com).

St. Vincent, Tobago, Barbados, Montserrat, Antigua, Grenada, St. Lucia, St. Kitts and Nevis, St. Eustace, St. Peter and St. Paul, St. George's, St. John, St. James, St. Mark, St. Michael, St. Patrick, St. Pierre and Miquelon, St. Thomas, St. Vincent and the Grenadines, St. John's, St. George's, St. Mark's, St. Michael's, St. Patrick's, St. Peter and St. Paul's, St. Vincent and the Grenadines.

**RSB**



**ST. VINCENT & THE GRENADINES**



# 2009 Creative – Sailing

*Magnificent sailing for isles and isles*

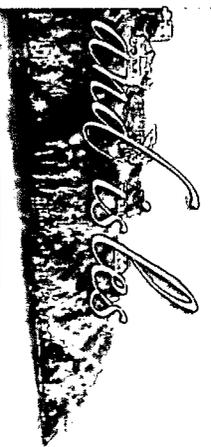
WINDWARD ISLES SAILING ASSOCIATION

ARB

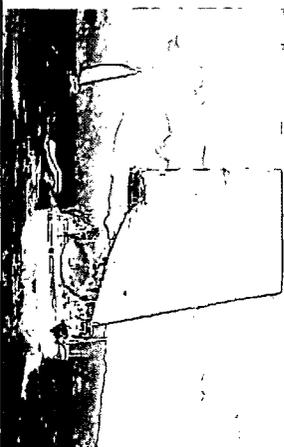


**ST. VINCENT  
& THE GRENADINES**

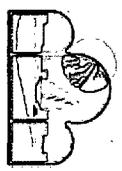
*The Caribbean's best for*



*with isles*



Sail the natural habitat of St. Vincent & The Grenadines. Enjoy the best scenery in the Caribbean with tropical landscapes. ST. VINCENT, YOUNG ISLAND, BEQUIA, MUSTIQUE, CANOUAN, MAYREAU, a spectacular volcano and great hotels. Return home, determined to go back. Call 416-630-9292 or visit [www.syourtsm.com](http://www.syourtsm.com). TOBAGO CAYS, UNION ISLAND, PALM ISLAND AND PETT ST. VINCENT



**ST. VINCENT  
& THE GRENADINES**

# 2009 Creative – Sailing

*Magnificent sailing for isles and isles*

St. Vincent & The Grenadines



Sail the natural habitat of St. Vincent & The Grenadines. Enjoy the best scenery in the Caribbean with tropical landscapes.  
ST. VINCENT, YOUNG ISLAND, BEQUIA, MUSTIQUE, CANOUAN, MAYRAU.

a spectacular volcano and great hotels. Return home, determined to go back. CALL 1-800-729-1126 or visit [www.stvgourism.com](http://www.stvgourism.com).  
TOBAGO CAYS, UNION ISLAND, PALM ISLAND AND PETTIT ST. VINCENT



ST. VINCENT  
& THE GRENADINES



# 2009 Creative - Soft Adventure



St. Vincent & The Grenadines

Have a glorious adventure in the Caribbean's natural habitat, the spectacular islands of St. Vincent & The Grenadines. Enjoy lush forests, a

ST VINCENT, YOUNG ISLAND, BEQUIA, MUSTIQUE, CANOUAN, MAVERSAY,

spectacular volcano, miles and miles of pristine beaches. Return home determined to go back. Call 416-636-9393 or visit [www.argentina.com](http://www.argentina.com)

TOBAGO CAYS, UNION ISLAND, PALM ISLAND AND PETIT ST VINCENT



ST. VINCENT  
& THE GRENADINES



# 2009 Creative – Destination

St. Vincent & The Grenadines



CARIBBEAN

Wander the magical islands of St. Vincent & The Grenadines. Enjoy miles and miles of pristine white and black sand beaches, lush ST VINCENT, YOUNG ISLAND, BEQUILA, MUSTIQUE, CANOAN, MAUREAU.

tropical landscapes, a spectacular volcano, great hotels. Return home, determined to go back. Call 416-633-3100 or visit [www.svgourism.com](http://www.svgourism.com). TOBAGO CAYS, UNION ISLAND, PALM ISLAND AND PETT ST VINCENT

*The Caribbean you're looking for*

ST VINCENT & THE GRENADINES



ST VINCENT & THE GRENADINES



# 2009 Creative – Destination

*The Caribbean  
you're looking for*

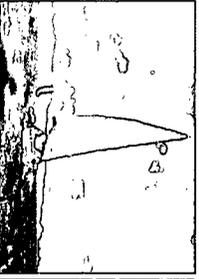


4/23/09

From the lush greenery of St. Vincent to the beautiful white sands of  
the Grenadines, our path winds over the Caribbean your best days for  
your vacation please call  
from the perspective of your travel agent  
from US: 848.752.2222  
from Canada: 848.752.2222

**ST. VINCENT  
& THE GRENADINES**

[www.stvgtourism.com](http://www.stvgtourism.com)



St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, John Island and Beffi St. Vincent



**ST. VINCENT  
& THE GRENADINES**



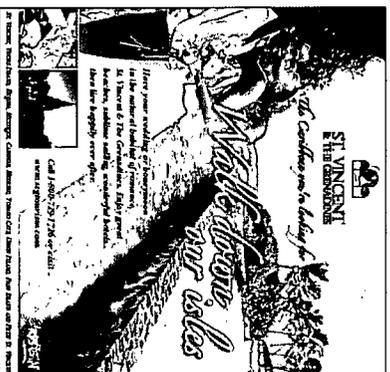
# 2009 U.S. Creative – Bridal Guide



Advertising in each issue (Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, Nov/Dec) of 2009, including bonus regional in 4 issues, 1/3 page bonus in 2 issues, and sweepstakes promotion in Sept/Oct issue.



1/2 Page Spread



1/3 Page



ST. VINCENT  
& THE GRENADINES



# 2009 U.S. Creative – Destination Weddings & Honeymoons

Advertising in Annual World Wide Guide, Spring, Fall and Winter issues with full page, 1/2 page spread and 1/3 page ads. Also received as negotiated added-value an e-brochure with travel specials online.



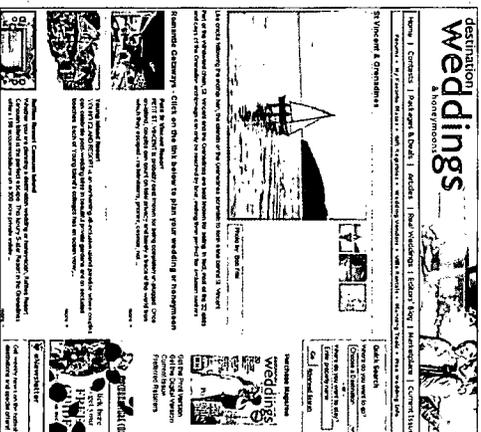
Full Page



1/2 Page Spread



1/3 Page



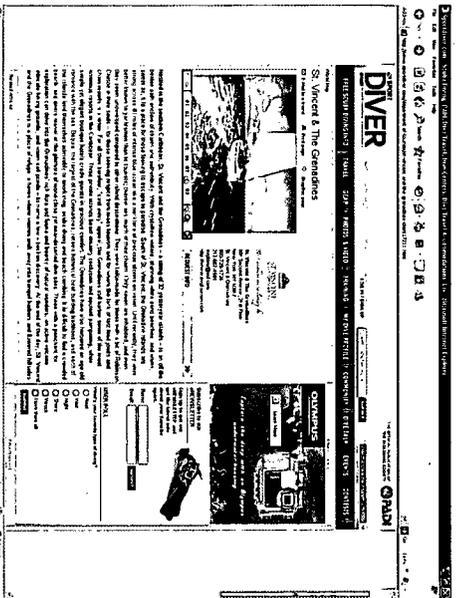
E-Brochure

ST VINCENT & THE GRENADINES



# 2009 U.S. Creative – Sport Diver

Advertising in 3 issues (July, September and November) with 1/3 page ads and a full page in annual World's Best Diving. Also received negotiated added-value, including e-brochure and diving packages on SportDiver.com.



SportDiver.com



Go where you'll see lots of new faces.

ST VINCENT & THE GRENADINES

The Caribbean you're looking for.

Call | 800-729-1726 or visit [www.sportdiver.com](http://www.sportdiver.com)

Full Page

Go where you'll see lots of new faces.

ST VINCENT & THE GRENADINES

The Caribbean you're looking for.

Call | 800-729-1726 or visit [www.sportdiver.com](http://www.sportdiver.com)

1/3 Page



ST. VINCENT & THE GRENADINES

# 2009 U.S. Creative – Dive Training

Advertising in 8 issues (April, May, June, August, September, October, November and December) with full page and 1/3 page ads. After negotiation, received two 1/3 page ads free.



THE GAZETTE'S GAZETTE CAPITAL

*Go where you'll see lots of new faces.*

ST. VINCENT & THE GRENADINES

*The Caribbean you're looking for*

Call | 800.729.1726 or visit [www.svboutism.com](http://www.svboutism.com)

ST. VINCENT Island, Barbados, Antigua, Grenada, Martinique, Trinidad, Tobago, Guyana, Suriname, French Guiana, and the French West Indies

CRUISE

Full Page

THE GAZETTE'S GAZETTE CAPITAL

*Go where you'll see lots of new faces.*

ST. VINCENT & THE GRENADINES

*The Caribbean you're looking for*

Call | 800.729.1726 or visit [www.svboutism.com](http://www.svboutism.com)

ST. VINCENT Island, Barbados, Antigua, Grenada, Martinique, Trinidad, Tobago, Guyana, Suriname, French Guiana, and the French West Indies

CRUISE

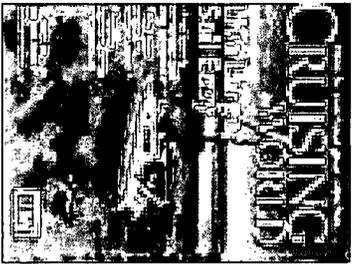
1/3 Page



ST. VINCENT & THE GRENADINES



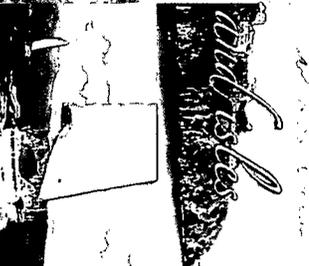
# 2009 U.S. Creative – Cruising World



Advertising in 6 issues (May, June, September, October, November and December) with 1/2 page spread ads. SVG is also receiving a bonus advertorial page in the September issue.


  
*Magnificent sailing for isles and isles*
  
St. Vincent & The Grenadines
  

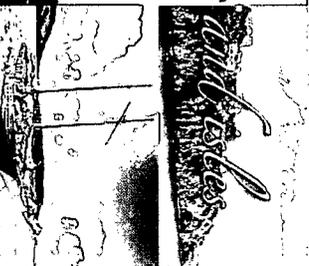
  
*The Caribbean you're looking for*
  


Sell the national market of St. Vincent & The Grenadines. Enjoy the best scenery in the Caribbean with tropical landscapes. ST VINCENT, YOUNG ISLAND, BEQUIA, MOUNTAIN, CANOUAN, MARIGAT.
  
\* Spectacular scenery and great beaches. Return home determined to go back. Call 1 (800) 781 1726 or visit [www.govstvincent.com](http://www.govstvincent.com).  
 TOURIST CAR, TRINIDAD ISLAND, PAUL ISLAND AND PETER ST VINCENT

1/2 Page Spread


  
*Magnificent sailing for isles and isles*
  
St. Vincent & The Grenadines
  

  
*The Caribbean you're looking for*
  


Sell the national market of St. Vincent & The Grenadines. Enjoy the best scenery in the Caribbean with tropical landscapes. ST VINCENT, YOUNG ISLAND, BEQUIA, MOUNTAIN, CANOUAN, MARIGAT.
  
\* Spectacular scenery and great beaches. Return home determined to go back. Call 1 (800) 781 1726 or visit [www.govstvincent.com](http://www.govstvincent.com).  
 TOURIST CAR, TRINIDAD ISLAND, PAUL ISLAND AND PETER ST VINCENT

1/2 Page Spread

ST. VINCENT & THE GRENADINES



## Hong Kong Tourism Board

### 1. Legal name and address of client

Hong Kong Tourism Board  
10940 Wilshire Blvd.  
Suite 2050  
Los Angeles, CA 90024  
ATTN: Lillibeth Bishop  
Publicity & Promotions Manager  
Phone 310-208-4582  
FAX 310-208-1869

### 2. List of staff with titles

Judy Lee, Account Supervisor  
Nora Brossard, Editorial Director  
~~Diane Elliott, Account Executive~~  
Steven Lai, New Media Manager  
Jessica DeConti, Assistant Account Executive

### 3. What activities we perform

#### Public Relations

- Objective: Spur US travel to the destination via travel stories in US media
- Serve as conduit to US media in disseminating news about Hong Kong of interest to US travelers, divers, food lovers, sailing enthusiasts, etc.
- Work with TV and cable producers to generate US broadcast programming
- Help develop new products including tours and packages for travelers
- Recruit journalists to visit and write about the destination in US media outlets
- Support the client at trade and other industry events

### 4. Budget and amount for activities

#### Public Relations

\$9,000/month, \$108,000 yearly

2009 AUG - 3 PM 12: 05  
CRM/ISS/REGISTRATION UNIT



**SPRING O BRIEN**

Hong Kong Tourism Board  
10960 Wilshire Blvd  
Suite 2050  
Los Angeles, CA 90024-3915  
ATTN: Lilibeth Bishop

Invoice # : 045007  
Date : 01/01/09  
Job Number : HK-FEE  
Terms : upon receipt  
P. O. Number :  
Page # : 1

Job title  
Description : January 2009

DESCRIPTION

Public Relations Fee  
January 2009

AMOUNT

INVOICE TOTAL

9,000.00

\$ 9,000.00

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

Hong Kong Tourism Board  
 10940 Wilshire Blvd.  
 Suite 2050  
 Los Angeles, CA 90024-3915  
 ATTN: Lilibeth Bishop

Invoice-# : 045040  
 Date : 01/30/09  
 Job Number : HK-1  
 Terms : upon receipt  
 P. O. Number :  
 Page-# : 1

Job title : Public Relations Expenses  
 Description : December 2008

DESCRIPTION	AMOUNT
Foreign Agents Registration Act Fee	305.00
Shipping & Messengers	48.44
Telephone & Facsimile	10.00
Local Travel	47.00
Media Relations - lunch with Forbes Life	28.85
Photocopying - includes color copies	45.40
--- INVOICE TOTAL ---	\$ 485.59

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212) 620-7100 Fax: (212) 620-7166  
 flair@spring-obrien.com



**SPRING O'BRIEN**

Hong Kong Tourism Board  
10940 Wilshire Blvd.  
Suite 2050  
Los Angeles, CA 90024-3915  
ATTN: Lillibeth Bishop

Invoice-# : 045168  
Date : 02/01/09  
JOB Number : HK-FEE  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title :  
Description : February 2009

-----  
DESCRIPTION

-----  
AMOUNT

Public Relations Fee  
February 2009

9,000.00

--- INVOICE TOTAL ---

=====

\$ 9,000.00

=====

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

Hong Kong Tourism Board  
 10940 Wilshire Blvd.  
 Suite 2050  
 Los Angeles, CA 90024-3915  
 ATTN: Lillibeth Bishop

Invoice-# : 045197  
 Date : 02/27/09  
 Job Number : HK-1  
 Terms : upon receipt  
 P.O. Number :  
 Page-# : 1

Job title : Public Relations Expenses  
 Description : January 2009

DESCRIPTION	AMOUNT
Press Release Dissemination via Business Wire: "Hong Kong Voted Best City in Asia Pacific" in Travel " " (1/21/09)	600.00
Reference & Research includes Mobil Hong Kong/Macau City Guide	75.49
Video Duplicating	1,696.61
Telephone & Facsimile	5.25
Local Travel	18.00
Photocopying includes color copies	40
	<u>2,395.75</u>

\$ 2,395.75

--- INVOICE TOTAL ---

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212) 620-7100 Fax: (212) 620-7166  
 flair@spring-obrien.com



**SPRING O'BRIEN**

Hong Kong Tourism Board  
10940 Wilshire Blvd.  
Suite 2050  
Los Angeles, CA 90024-3915  
ATTN: Lillibeth Bishop

Invoice-# : 045328  
Date : 03/01/09  
Job Number : HK-FEE  
Terms : upon receipt  
P.O. Number :  
Page-# :

Job title :  
Description : March 2009

-----  
DESCRIPTION

Public Relations Fee  
March 2009

AMOUNT

-----  
INVOICE TOTAL

-----  
9,000.00

-----  
\$ 9,000.00  
=====

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



**SPRING O'BRIEN**

Hong Kong Tourism Board  
 10940 Wilshire Blvd.  
 Suite 2050  
 Los Angeles, CA 90024-3915  
 ATTN: Lillibeth Bishop

Invoice-# : 045372  
 Date : 03/24/09  
 Job Number : HK-1  
 Terms : upon receipt  
 P.O. Number :  
 Page-# : 1

Job title : Public Relations Expenses  
 Description : February 2009

DESCRIPTION	AMOUNT
Video Duplicating - "Hong Kong New Year Celebration" All News All Stations	341.92
Shipping & Messengers	29.92
Telephone & Facsimile	27.60
Photocopying includes color copies	2.00
<b>INVOICE TOTAL</b>	<b>401.44</b>

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212) 620-7100 Fax: (212) 620-7166  
 flair@spring-obrien.com



**SPRING O'BRIEN**

Hong Kong Tourism Board  
10940 Wilshire Blvd.  
Suite 2050  
Los Angeles, CA 90024

Invoice No: 45373  
Date: 03/24/09  
Job No: HK 001  
Terms: upon receipt  
Page: 1

Attn: Lillibeth Bishop

Job Title: San Francisco CNY Events – February 11 and 12, 2009

CNY Events at R & G Lounge – Initial deposit to hold space for both dates/events. Amount was deducted from final balances on February 11 & 12	\$	1,000.00
CNY Dinner (February 11, 2009 - R & G Lounge		4,203.30
CNY Luncheon (February 12,2009) – R & G Lounge		729.45
Audio Visual for R & G Lounge February 11 Dinner		797.37
Shipping & Messengers		350.87
Photocopying – includes color copies		70.00
		-----
TOTAL	\$	7,150.99
		=====



**SPRING O'BRIEN**

Hong Kong Tourism Board  
10940 Wilshire Blvd.  
Suite 2050  
Los Angeles, CA 90024

Invoice No: 45374  
Date: 03/24/09  
Job No: HK 001  
Terms: upon receipt  
Page: 1

Attn: Lilibeth Bishop

Job Title: Los Angeles CNY Event – February 24, 2009

CNY dinner at Shanghai Red Restaurant on February 24, 2009	\$	6,742.00
Shipping & Messenger		54.76
		-----
TOTAL	\$	6,796.76
		=====



**SPRING O BRIEN**

Hong Kong Tourism Board  
10940 Wilshire Blvd.  
Suite 2050  
Los Angeles, CA 90024

Invoice No: 45395  
Date: 03/24/09  
Job No: HK 001  
Terms: upon receipt  
Page: 1

Attn: Lillibeth Bishop

Job Title: New York CNY Events – March 4 and 5, 2009

CNY Dinner on March 4, 2009 at Chinatown Brasserie	\$	5,641.44
CNY Luncheon on March 5, 2009 at Congee Bowery Restaurant		716.09
Audio Visual Services		1,527.42
Local Travel to and from Dinner and Luncheon		111.35
Shipping/Messengers		289.28
Name Badge Clips		43.34
		-----
	TOTAL \$	8,328.92
		=====



# SPRING O'BRIEN

Hong Kong Tourism Board  
 10940 Wilshire Blvd.  
 Suite 2050  
 Los Angeles, CA 90024-3915  
 ATTN: Lilibeth Bishop

Invoice-# : 045521  
 Date : 04/01/09  
 Job Number : HK-FEE  
 Terms : upon receipt  
 P.O. Number :  
 Page-# : 1

Job title :  
 Description : April 2009

DESCRIPTION	AMOUNT
Public Relations Fee April 2009	9,000.00
<b>INVOICE TOTAL</b>	<b>9,000.00</b>

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212) 620-7100 Fax: (212) 620-7166  
 flair@spring-obrien.com



# SPRING O'BRIEN

Hong Kong Tourism Board  
 10940 Wilshire Blvd.  
 Suite 2050  
 Los Angeles, CA 90024-3915  
 ATTN: Lillibeth Bishop

Invoice-# : 045544  
 Date : 04/30/09  
 Job Number : HK-1  
 Terms : upon receipt  
 P. O. Number :  
 Page-# : 1

Job title : Public Relations Expenses  
 Description : March 2009

DESCRIPTION	AMOUNT
Shipping & Messengers	34.73
Telephone & Facsimile	19.62
<b>INVOICE TOTAL</b>	<b>\$ 54.35</b>

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212) 620-7100 Fax: (212) 620-7166  
 flair@spring-obrien.com

# SPRING O'BRIEN



Hong Kong Tourism Board  
10940 Wilshire Blvd.  
Suite 2050  
Los Angeles, CA 90024-3915  
ATTN: Lilibeth Bishop

Invoice-# : 045545  
Date : 04/30/09  
Job Number : HK-1  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title :  
Description : Public Relations Expenses  
Additional Costs for CNY Event

DESCRIPTION	AMOUNT
Local Travel	28.90
Photocopying includes color copies	1,507.40
<b>INVOICE TOTAL</b>	<b>1,536.30</b>

Spring O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

Hong Kong Tourism Board  
10940 Wilshire Blvd.  
Suite 2050  
Los Angeles, CA 90024-3915  
ATTN: Lillibeth Bishop

Invoice # : 045645  
Date : 05/01/09  
Job Number : HK-FEE  
Terms : upon receipt  
P.O. Number :  
Page # : 1

Job Title :  
Description : May 2009

DESCRIPTION	AMOUNT
Public Relations Fee May 2009	9,000.00
<b>INVOICE TOTAL</b>	<b>\$ 9,000.00</b>

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com

Hong Kong Tourism Board  
10940 Wilshire Blvd.  
Suite 2050  
Los Angeles, CA 90024

Invoice No: 45687R  
Date: 05/26/09  
Job No: HK 001  
Terms: upon receipt  
Page: 1

Attn: Lillibeth Bishop

Job Title: Food & Wine Year Project  
(Alvin Leung/Sam Zien on KTLA and KUSI)

Chef Alvin Leung/Sam Zien U.S. Media  
Appearance Expenses (backup enclosed)

	\$	1,553.42
		-----
Total	\$	1,553.42
		=====

INV# 45736

See invoice # 45687 (total 1,354.42 + 198.50 = 1,553.42)



**SPRING O BRIEN**

Hong Kong Tourism Board  
10940 Wilshire Blvd.  
Suite 2060  
Los Angeles, CA 90024-3915  
ATTN: Lillibeth Bishop

Invoice-# : 045703  
Date : 05/29/09  
Job Number : HK-1  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title : Public Relations Expenses  
Description : April 2009

DESCRIPTION	AMOUNT
Reference & Research includes Trade Show Week, Robb Report & Miami Herald	287.50
Video Duplicating - KTLA (4/28/09); KUSI (4/29/09)	345.72
Shipping & Messengers	146.06
Telephone & Facsimile	15.74
Photocopying includes color copies	26.00
--- INVOICE TOTAL ---</td <td>\$ 821.02</td>	\$ 821.02



**SPRING O'BRIEN**

Hong Kong Tourism Board  
10940 Wilshire Blvd.  
Suite 2050  
Los Angeles, CA 90024-3915  
ATTN: Lillibeth Bishop

Invoice-# : 045814  
Date : 06/01/09  
Job Number : HK-FEE  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title :  
Description : June 2009

-----  
DESCRIPTION

AMOUNT

Public Relations Fee  
June 2009

9,000.00

9,000.00

\$

----- INVOICE TOTAL -----

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

Hong Kong Tourism Board  
 10940 Wilshire Blvd.  
 Suite 2050  
 Los Angeles, CA 90024-3915  
 ATTN: Lillibeth Bishop

Invoice-# : 045860  
 Date : 06/19/09  
 Job Number : HK-1  
 Terms : upon receipt  
 P.O. Number :  
 Page-# : 1

Job title : Public Relations Expenses  
 Description : May 2009

DESCRIPTION	AMOUNT
Shipping & Messengers	19.48
Telephone & Facsimile	10.00
Photocopying includes color copies	15.60
--- INVOICE TOTAL ---	\$ 45.08

2009 AUG -3 PM 12:06  
 CRM/ISS/REGISTRATION UNIT

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212) 620-7100 Fax: (212) 620-7166  
 flair@spring-obrien.com

## International Business Wales

### 1. Legal name and address of client

International Business Wales (formally known as Welsh Development Agency)  
A Division of the Welsh Assembly Government  
Paul Landricombe  
Trafalgar House  
Fitzalan Place  
Cardiff  
CF24 0ED  
Wales, UK  
Telephone: +44 2920828954

2009 AUG -3 PM 12: 06  
CRM/ISS/REGISTRATION UNIT

### 2. List of staff with titles

Advertising:  
Colm Lynch – Senior VP, Account Director  
Amanda Irons – Assistant Account Executive  
Michael Goode – Senior Art Director

Public Relations:  
April Mason Nichols – Vice President  
John Mulqueen – Editorial Director  
Carina Kinstler – Assistant Account Executive

### 3. What activities we perform

Advertising:

- ~~Media Planning and Buying for the U.S. using both print and online publications~~
- Creative development and production of collateral marketing pieces, including brochures, trade show displays, invitations, emails, etc. on a project basis.

Public Relations:

- Monitor breaking news from Wales such as university/academic successes and corporate expansions/investments
- Draft/distribute press releases to national and sector-specific media
- Coordinate group and individual press trips to Wales
- Coordinate media tours for IBW executives and US executives with investments in Wales
- Organize interviews, op-eds with IBW executives with key economic development and business outlets
- Organize interviews at key trade shows and special events/initiatives such as St. David's Day, Wales Week, Ryder Cup

### 4. Budget and amount for activities

Advertising:

~~Media Buying April 1, 2007-March 31, 2008: \$710,177.78~~  
~~Media Buying April 1, 2008-March 31, 2009: \$253,749 (yet to be approved)~~  
U.S. Creative and Production and Coordination: per project basis

Public Relations:

~~April 1, 2007-March 31, 2008: \$28,500/month, \$342,000 year~~  
~~April 1, 2008-March 31, 2009: \$24,750/month, \$297,000 year~~



# SPRING O'BRIEN

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Paul Landricombe

Invoice No: 45025  
Date: 01/27/09  
Job No: IBW FEE  
Terms: upon receipt  
Page: 1

Job Title: Public Relations Fee  
Job Description: December 2008

Public Relations Fee – December 2008	\$	24,750.00
		-----
Total:	\$	24,750.00
		=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
23<sup>rd</sup> Street Financial Center  
717 Avenue of the Americas  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

International Business Wales  
 Trafalgar House  
 5 Fitzalan Place  
 Cardiff, CF 24 OED  
 Wales, United Kingdom  
 Attn: Paul Landricombe

Invoice No: 045035  
 Date: 1/30/2009  
 Job No: IBW 001  
 Terms: upon receipt  
 Page: 1

Job Title: Public Relations Expenses  
 Job Description: December 2008

Press Clipping Services/Media Measurement Report	\$ 848.38
FARA Filing (July-December, 2008)	305.00
Shipping & Messengers	90.37
Telephone & Facsimile	251.16
Online Services	90.00
Local Travel Expenses for Spring O'Brien Personnel	152.00
Subscriptions & Periodicals for News Monitoring	75.00
Supplies for Preparation & Distribution of News Releases, Media Pitches, Client Correspondence, etc.	50.00
Photocopying	114.00
Total:	\$ <u>1,975.91</u>

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
 Citibank  
 23<sup>rd</sup> Street Financial Center  
 717 Avenue of the Americas  
 New York, NY 10010  
 ABA # 021001486  
 A/C # 085 05680 2

Sent to Client

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212) 620-7100 Fax: (212) 620-7166  
 flair@spring-obrien.com



**SPRING O'BRIEN**

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Paul Landricombe

Invoice No: 45178  
Date: 02/11/09  
Job No: IBW FEE  
Terms: upon receipt  
Page: 1

Job Title: Public Relations Fee  
Job Description: January 2009

Public Relations Fee – January 2009	\$	24,750.00
		-----
Total:	\$	24,750.00
		=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
23<sup>rd</sup> Street Financial Center  
717 Avenue of the Americas  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.



# SPRING O'BRIEN

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Paul Landricombe

Invoice No: 045185  
Date: 2/19/09  
Job No: IBW-7297  
Terms: upon receipt  
Page: 1

Job Title: Storage of Promotional Items – 3 Months  
Job Description: Store and maintain inventory of IBW promotional materials for 3-month period of Oct/Nov/Dec. Ship items to trade shows, events and IBW North American offices when needed.  
**Purchase Order Number: As Attached**

Administration Fee	\$ 3,750.00
FedEx, local messenger	126.57
Miscellaneous expenses including telecommunication, photocopying, purchase of lights, etc.	20.40
<b>Total:</b>	<b>\$ 3,896.97</b>

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
23<sup>rd</sup> Street Financial Center  
717 Avenue of the Americas  
New York, NY 10010  
ABA # 021001486  
A/C # 085 05680 2

**Sent to Client**

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Paul Landricombe

Invoice No: 045232  
Date: 2/27/2009  
Job No: IBW 001  
Terms: upon receipt  
Page: 1

Job Title: Public Relations Expenses  
Job Description: January 2009

Press Clipping Services/Media Measurement Report	\$ 1,060.04
Press Release Dissemination via BusinessWire: "Covanta Energy to Build \$575 Million Energy-From-Waste..."	1,200.00
FedEx	21.54
Telephone & Facsimile	110.77
Online Services	90.00
Local Travel/Meeting Expenses for Spring O'Brien Personnel	147.15
Subscriptions & Periodicals for News Monitoring	75.00
Supplies for Preparation & Distribution of News Releases, Media Pitches, Client Correspondence, etc.	50.00
Photocopying	83.60
Total:	\$ 2,838.10

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
23<sup>rd</sup> Street Financial Center  
717 Avenue of the Americas  
New York, NY 10010  
ABA # 021001486  
A/C # 085 05680 2

Sent to Client

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



**SPRING O BRIEN**

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Paul Landricombe

Invoice No: 45345  
Date: 03/16/09  
Job No: IBW FEE  
Terms: upon receipt  
Page: 1

Job Title: Public Relations Fee  
Job Description: February 2009

Public Relations Fee – February 2009	\$	24,750.00
		-----
Total:	\$	24,750.00
		=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
23<sup>rd</sup> Street Financial Center  
717 Avenue of the Americas  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212)620-7100 Fax: (212)620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

International Business Wales  
 Trafalgar House  
 5 Fitzalan Place  
 Cardiff, CF 24 OED  
 Wales, United Kingdom  
 Attn: Paul Landricombe

Invoice No: 045376  
 Date: 3/24/2009  
 Job No: IBW 001  
 Terms: upon receipt  
 Page: 1

Job Title: Public Relations Expenses  
 Job Description: February 2009

Press Clipping Services/Media Measurement Report	\$ 882.56
Clip Book Production	392.53
Press Release Dissemination via BusinessWire: "International Technology Executives To Judge Third Annual Technium.."; "International Business Wales to Host Webinar For U.S.."; "America's Best Minds Invited To Take Part in Prince of Wales..."	3,075.00
FedEx	122.24
Telephone & Facsimile	236.96
Online Services	90.00
Local Travel Expenses for Spring O'Brien Personnel	16.80
Subscriptions & Periodicals for News Monitoring	75.00
Supplies for Preparation & Distribution of News Releases, Media Pitches, Client Correspondence, etc.	50.00
Photocopying	103.20
Total:	\$ 5,044.29

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
 Citibank  
 23<sup>rd</sup> Street Financial Center  
 717 Avenue of the Americas  
 New York, NY 10010  
 ABA # 021001486  
 A/C # 085 05680 2

Sent to Client

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212) 620-7100 Fax: (212) 620-7166  
 flair@spring-obrien.com



# SPRING O'BRIEN

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Jayne Kendall

Invoice No: 45392  
Date: 3/30/2009  
Job No: IBW-7808  
Terms: upon receipt  
Page: 1

Job Title: Alternative Energy Brochure (North America)  
Job Description: Agency to develop and produce North American  
version of Alternative Energy Brochure  
**Purchase Order Number: GY/007333**

Agency Fee, Camera Ready Art & Production	9,700.00
Expenses (estimated)	50.00
Total:	\$ <u>9,750.00</u>

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
1 Park Avenue  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Jayne Kendall

Invoice No: 45393  
Date: 3/30/09  
Job No: IBW-7297  
Terms: upon receipt  
Page: 1

Job Title: Storage of Promotional Items – 3 Months  
Job Description: Store and maintain inventory of IBW promotional materials for 3-month period of Jan/Feb/Mar. Ship items to trade shows, events and IBW North American offices when needed.  
**Purchase Order Number: As Attached**

Administration Fee	\$ 3,750.00
FedEx, local messenger	445.53
Miscellaneous expenses including telecommunication, photocopying, purchase of lights, etc.	19.80
	-----
<b>Total:</b>	<b>\$ 4,215.33</b>
	=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
23<sup>rd</sup> Street Financial Center  
717 Avenue of the Americas  
New York, NY 10010  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



**SPRING O'BRIEN**

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Paul Landricombe

Invoice No: 45501  
Date: 04/10/09  
Job No: IBW FEE  
Terms: upon receipt  
Page: 1

Job Title: Public Relations Fee  
Job Description: March 2009

Public Relations Fee – March 2009	\$ 24,750.00
	-----
Total:	\$ 24,750.00
	=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
23<sup>rd</sup> Street Financial Center  
717 Avenue of the Americas  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.



# SPRING O'BRIEN

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Paul Landricombe

Invoice No: 045537  
Date: 4/30/2009  
Job No: IBW 001  
Terms: upon receipt  
Page: 1

Job Title: Public Relations Expenses  
Job Description: March 2009

Press Clipping Services/Media Measurement Report	\$ 1,148.23
Telephone & Facsimile	169.30
Online Services	90.00
Local Travel Expenses for Spring O'Brien Personnel	146.00
Travel Expenses for Media Tour To Bio Wales – J. Mulqueen	1,175.37
Subscriptions & Periodicals for News Monitoring	75.00
Supplies for Preparation & Distribution of News Releases, Media Pitches, Client Correspondence, etc.	50.00
Photocopying	37.80
Total:	\$ 2,891.70 =====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
23<sup>rd</sup> Street Financial Center  
717 Avenue of the Americas  
New York, NY 10010  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

*Sent to Client*



**SPRING O'BRIEN**

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Paul Landricombe

Invoice No: 45677  
Date: 05/18/09  
Job No: IBW FEE  
Terms: upon receipt  
Page: 1

Job Title: Public Relations Fee  
Job Description: April 2009

Public Relations Fee – April 2009	\$	24,750.00
		-----
Total:	\$	24,750.00
		=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
23<sup>rd</sup> Street Financial Center  
717 Avenue of the Americas  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.



# SPRING O BRIEN

International Business Wales  
 Trafalgar House  
 5 Fitzalan Place  
 Cardiff, CF 24 OED  
 Wales, United Kingdom  
 Attn: Paul Landricombe

Invoice No: 045714  
 Date: 5/29/2009  
 Job No: IBW 001  
 Terms: upon receipt  
 Page: 1

Job Title: Public Relations Expenses  
 Job Description: April 2009

Press Clipping Services/Media Measurement Report	\$ 1,268.60
Press Release Dissemination via BusinessWire: "Welsh Company Cenin Develops Ultra-Low Carbon Cement from Industrial Waste"	1,025.00
Telephone & Facsimile	111.89
Online Services	90.00
Travel Expenses for Journalists - Media Tour To Bio Wales S. Aldridge; M. Armstrong	159.94
Subscriptions & Periodicals for News Monitoring	75.00
Supplies for Preparation & Distribution of News Releases, Media Pitches, Client Correspondence, etc.	50.00
Photocopying	89.40
Total:	\$ 2,869.83

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
 Citibank  
 23<sup>rd</sup> Street Financial Center  
 717 Avenue of the Americas  
 New York, NY 10010  
 ABA # 021001486  
 A/C # 085 05680 2

Please reference invoice number on wire payments.

**Sent to Client**

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212) 620-7100 Fax: (212) 620-7166  
 flair@spring-obrien.com



**SPRING O'BRIEN**

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Paul Landricombe

Invoice No: 45865  
Date: 06/23/09  
Job No: IBW FEE  
Terms: upon receipt  
Page: 1

Job Title: Public Relations Fee  
Job Description: May 2009

**Purchase Order #: JH/000651**

Public Relations Fee – May 2009	\$ 25,897.00
	-----
Total:	\$ 25,897.00
	=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
23<sup>rd</sup> Street Financial Center  
717 Avenue of the Americas  
New York, NY 10016  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Paul Landricombe

Invoice No: 045878  
Date: 6/26/2009  
Job No: IBW 001  
Terms: upon receipt  
Page: 1

Job Title: Public Relations Expenses  
Job Description: May 2009

Press Clipping Services/Media Measurement Report	\$ 633.84
Press Release Dissemination via BusinessWire: "Roomlinx Selected as the U.S. Finalist in Global Business Planning Competition"	1,550.00
Telephone & Facsimile	88.31
Online Services	90.00
Local Travel and Meetings	76.04
Subscriptions & Periodicals for News Monitoring	75.00
Supplies for Preparation & Distribution of News Releases, Media Pitches, Client Correspondence, etc.	50.00
Photocopying	51.40
Total:	\$ 2,614.59 =====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
23<sup>rd</sup> Street Financial Center  
717 Avenue of the Americas  
New York, NY 10010  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

**Sent to Client**

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O BRIEN

International Business Wales  
Trafalgar House  
5 Fitzalan Place  
Cardiff, CF 24 OED  
Wales, United Kingdom  
Attn: Paul Landricombe

Invoice No: 045896  
Date: 6/30/09  
Job No: IBW-7297  
Terms: upon receipt  
Page: 1

Job Title: Storage of Promotional Items – 3 Months  
Job Description: Store and maintain inventory of IBW promotional materials for 3-month period of Apr/May/Jun. Ship items to trade shows, events and IBW North American offices when needed.  
**Purchase Order Number: As Attached**

Administration Fee	\$ 3,750.00
FedEx, local messenger	52.99
Miscellaneous expenses including telecommunication, photocopying, purchase of lights, etc.	20.40
	-----
Total:	\$ 3,823.39
	=====

Please Wire Funds To:

SPRING O'BRIEN & CO., INC.  
Citibank  
23<sup>rd</sup> Street Financial Center  
717 Avenue of the Americas  
New York, NY 10010  
ABA # 021001486  
A/C # 085 05680 2

Please reference invoice number on wire payments.

**Sent to Client**

2009 AUG -3 PM 12: 06  
C/M/ISS/REGISTRATION UNIT

## Tourism New Zealand

### 1. Legal name and address of client

Tourism New Zealand  
501 Santa Monica Blvd.  
Suite 300  
Santa Monica, CA 90401  
ATTN: Annie Dundas  
Regional Manager, North America  
Phone 310-857-2201  
FAX 310-395-5453

### 2. List of staff with titles

Judy Lee, Account Supervisor  
Steven Lai, New Media Manager  
Melissa Wu, Assistant Account Executive

### 3. What activities we perform

- Objective: Spur US travel to the destination via travel stories in US media
- Serve as conduit to US media in disseminating news about New Zealand of interest to US travelers, divers, food lovers, sailing enthusiasts, etc.
- Work with TV and cable producers to generate US broadcast programming
- Help develop new products including tours and packages for travelers
- Recruit journalists to visit and write about the destination in US media outlets
- Support the client at trade and other industry events

### 4. Budget and amount for activities

Public Relations:

\$11,000/month, \$132,000 yearly

9,000

(up to June 15, 2009)

2009 AUG -3 PM 12:06  
CRM/ISS/REGISTRATION UNIT



**SPRING O'BRIEN**

Tourism New Zealand  
501 Santa Monica Blvd.  
Suite 300  
Santa Monica, CA 90401  
ATTN: Annie Dundas

Invoice-# : 045009  
Date : 01/01/09  
Job Number : NZ-FEE  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title : PR Fees  
Description : January 2009

DESCRIPTION	AMOUNT
Public Relations Fee January 2009	10,000.00
<b>INVOICE TOTAL</b>	<b>10,000.00</b>

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

Tourism New Zealand  
 501 Santa Monica Blvd.  
 Suite 300  
 Santa Monica, CA 90401  
 ATTN: Annie Dundas

Invoice-# : 045036  
 Date : 01/30/09  
 Job Number : NZ-1  
 Terms : upon receipt  
 P.O. Number :  
 Page-# : 1

Job title : PR Expenses  
 Description : December 2008

DESCRIPTION	AMOUNT
Reference & Research	79.00
Fara Registration Fee	305.00
Constant Contact 1	32.10
DVD of the Today Show "End of the Earth"	32.95
Shipping & Messengers	48.09
Telephone & Facsimile	199.81
Photocopying includes color copies	52.00
--- INVOICE TOTAL ---	\$ 748.95

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212)620-7100 Fax: (212)620-7166  
 flair@spring-obrien.com



**SPRING O'BRIEN**

Tourism New Zealand  
501 Santa Monica Blvd.  
Suite 300  
Santa Monica, CA 90401  
ATTN: Annie Dundas

Invoice-# : 045170  
Date : 02/01/09  
Job Number : NZ-FEE  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title : PR Fees  
Description : February 2009

DESCRIPTION	AMOUNT
Public Relations fee February 2009	10,000.00
--- INVOICE TOTAL ---	\$ 10,000.00

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212)620-7100 Fax: (212)620-7166  
fair@spring-obrien.com



# SPRING O'BRIEN

Tourism New Zealand  
 501 Santa Monica Blvd.  
 Suite 300  
 Santa Monica, CA 90401  
 ATTN: Annie Dundas

Invoice-# : 045220  
 Date : 02/27/09  
 Job Number : NZ-1  
 Terms : upon receipt  
 P.O. Number :  
 Page-# : 1

Job title :  
 Description : PR Expenses  
 January 2009

DESCRIPTION	AMOUNT
Reference & Research	41.93
Constant Contact 1	37.45
Shipping & Messengers	53.59
Telephone & Facsimile	166.11
Local Travel	55.30
Photocopying includes color copies	1.00
<b>INVOICE TOTAL</b>	<b>355.38</b>

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212) 620-7100 Fax: (212) 620-7166  
 flair@spring-obrien.com



# SPRING O'BRIEN

Tourism New Zealand  
501 Santa Monica Blvd.  
Suite 300  
Santa Monica, CA 90401  
ATTN: Annie Dundas

Invoice-# : 045331  
Date : 03/01/09  
Job Number : NZ-FEE  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title : PR Fees  
Description : March 2009

DESCRIPTION	AMOUNT
Public Relations Fee March 2009	10,000.00
--- INVOICE TOTAL ---	\$ 10,000.00

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212)620-7100 Fax: (212)620-7166  
flair@spring-obrien.com



# SPRING O'BRIEN

Tourism New Zealand  
 501 Santa Monica Blvd.  
 Suite 300  
 Santa Monica, CA 90401  
 ATTN: Annie Dundas

Invoice # : 045387  
 Date : 03/26/09  
 Job Number : NZ-1  
 Terms : upon receipt  
 P.O. Number :  
 Page # : 1

Job Title : FR Expenses  
 Description : February 2009

DESCRIPTION	AMOUNT
Reference & Research	55.47
Constant Contact 1	37.45
Video Duplicating - "New Zealand Mermaid" CBS Early Show 2/27/09	33.05
Shipping & Messengers	298.41
Telephone & Facsimile	182.17
Local Travel	226.63
Photocopying includes color copies	103.40
<b>INVOICE TOTAL</b>	<b>\$ 936.58</b>

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212)620-7100 Fax: (212)620-7166  
 flair@spring-obrien.com



# SPRING O'BRIEN

Tourism New Zealand  
501 Santa Monica Blvd  
Suite 300  
Santa Monica, CA 90401  
ATTN: Annie Dundas

Invoice-# : 045489  
Date : 04/01/09  
Job Number : NZ-FEE  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job Title : RR Fees  
Description : April 2009

DESCRIPTION	AMOUNT
Public Relations Fee April 2009	10,000.00
--- INVOICE TOTAL ---	\$ 10,000.00

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



**SPRING O'BRIEN**



Tourism New Zealand  
501 Santa Monica Blvd.  
Suite 300  
Santa Monica, CA 90401  
Att: Annie Dundas

Invoice No : 45504  
Date : 04/17/09  
Job No : NZ FEE  
Terms : upon receipt  
Page : 1

**NEWS BUREAU ACTIVITY COMPLETED (NOT YET BILLED)**

**OCTOBER 2008 NEWS BUREAU ACTIVITY**

Agency researched, drafted and distributed by e-mail the Newsletter "100% New Zealand News You Can Use" (Oct 31, 2008)

Agency fee: \$1,000.00

Sub total: \$1,000.00



**NOVEMBER 2008 NEWS BUREAU ACTIVITY**

Agency drafted, edited and distributed the press release "New Zealand Visitors Can Expect Plenty of Sailing Action As Auckland Steers Toward the Louis Vuitton Pacific Series" (Nov. 7, 2008)

Agency fee: \$700.00

Sub total: \$700.00

**DECEMBER 2008 NEWS BUREAU ACTIVITY**

Agency researched, drafted and distributed by e-mail the Newsletter "100% New Zealand News You Can Use" (Dec 15, 2008)

Agency fee: \$1,000.00

Sub total: \$1,000.00

**JANUARY 2009 NEWS BUREAU ACTIVITY**

Agency drafted, edited and distributed the press release "What's New in New Zealand for 2009" (Jan. 22, 2009)

Agency fee: \$700.00

Sub total: \$700.00



Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com

Tourism New Zealand  
501 Santa Monica Blvd.  
Suite 300  
Santa Monica, CA 90401  
Att: Annie Dundas

Invoice No : 45504  
Date : 04/17/09  
Job No : NZ FEE  
Terms : upon receipt  
Page : 2

**FEBRUARY 2009 NEWS BUREAU ACTIVITY**

Agency researched, drafted and distributed by e-mail the Newsletter "100% New Zealand News You Can Use" (Feb 18, 2009)

Agency fee: \$1,000.00

Sub total: \$1,000.00

**MARCH 2009 NEWS BUREAU ACTIVITY**

Agency drafted, edited and distributed the press release "New Zealand Offers Golf Enthusiasts More Than Just Great Courses With All-Around Golf Packages" (Mar. 17, 2009)

Agency fee: \$700.00

Sub total: \$700.00  
-----  
Grand total: \$ 5,100.00  
=====



# SPRING O'BRIEN

Tourism New Zealand  
501 Santa Monica Blvd.  
Suite 300  
Santa Monica, CA 90401  
Att: Annie Dundas

Invoice No : 45533  
Date : 04/28/09  
Job No : NZ FEE  
Terms : upon receipt  
Page : 1

## APRIL 2009 NEWS BUREAU ACTIVITY

Agency researched, drafted and distributed by e-mail the Newsletter "100% New Zealand News You Can Use" (April 21, 2009)

Agency Fee \$ 1,000.00

Total \$ 1,000.00



# SPRING O'BRIEN

Tourism New Zealand  
 501 Santa Monica Blvd.  
 Suite 300  
 Santa Monica, CA 90401  
 ATTN: Annie Dundas

Invoice-# : 045534  
 Date : 04/28/09  
 Job Number : NZ-1  
 Terms : Upon receipt  
 P.O. Number :  
 Page-# : 1

Job title : PR Expenses  
 Description : March 2009

DESCRIPTION	AMOUNT
Reference & Research	
Constant Contact 1	
Video Duplicating - "Mermald - New Zealand" CBS Early Show 2/27/09	65.84
Shipping & Messengers	37.45
Telephone & Facsimile	172.86
Local Travel	151.44
Media Relations - Journalist Lunch	160.95
	89.56
	13.61
<b>INVOICE TOTAL</b>	<b>691.71</b>

Spring O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212) 620-7100 Fax: (212) 620-7166  
 flair@spring-obrien.com



**SPRING O'BRIEN**

Tourism New Zealand  
501 Santa Monica Blvd.  
Suite 300  
Santa Monica, CA 90401  
ATTN: Annie Dundas

Invoice # : 045649  
Date : 05/01/09  
Job Number : N2-FEE  
Terms : upon receipt  
P.O. Number :  
Page # : 1

Job title : PR Fees  
Description : May 2009

-----  
DESCRIPTION

Public Relations Fee  
May 2009

-----  
AMOUNT

-----  
INVOICE TOTAL

-----  
10,000.00  
-----  
10,000.00  
-----

Spring, O'Brien & Co., Inc.  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O BRIEN

Tourism New Zealand  
501 Santa Monica Blvd.  
Suite 300  
Santa Monica, CA 90401  
Att: Annie Dundas

Invoice No : 45705  
Date : 05/29/09  
Job No : NZ 001  
Terms : upon receipt  
Page : 1

Job Title : Public Relations Expenses  
Description : April 2009

Constant Contact 1	\$	37.45
Shipping & Messengers		142.54
Telephone & Facsimile		181.95
Local Travel		69.36
Judy Lee's & Melissa Wu's trip expenses - Includes airfare, lodging etc		1,581.63
Photocopying		5.00
Total	\$	<u>2,017.93</u>



# SPRING O'BRIEN

Tourism New Zealand  
 501 Santa Monica Blvd.  
 Suite 300  
 Santa Monica, CA 90401  
 ATTN: Annie Dundas

Invoice-# : 045817  
 Date : 06/01/09  
 Job Number : NZ-FEE  
 Terms : upon receipt  
 P.O. Number :  
 Page-# : 1

Job title : PR Fees  
 Description : June 2009

DESCRIPTION	AMOUNT
Public Relations Fee June 2009	10,000.00
--- INVOICE TOTAL ---	\$ 10,000.00

Spring, O'Brien & Co., Inc.  
 50 West 23rd Street, New York, NY 10010  
 Phone: (212)620-7100 Fax: (212)620-7166  
 flair@spring-obrien.com



# SPRING O'BRIEN

Tourism New Zealand  
501 Santa Monica Blvd.  
Suite 300  
Santa Monica, CA 90401  
ATTN: Annie Dundas

Invoice-# : 045851  
Date : 06/18/09  
Job Number : NZ-1  
Terms : upon receipt  
P.O. Number :  
Page-# : 1

Job title : PR Expenses  
Description : May 2009

DESCRIPTION	AMOUNT
Constant Contact 1	37.45
Shipping & Messengers	69.61
Telephone & Facsimile	169.39
Media relations - meeting with Suzanne Gerber	47.14
	<b>323.59</b>

--- INVOICE TOTAL ---

Spring, O'Brien & Co., Inc  
50 West 23rd Street, New York, NY 10010  
Phone: (212) 620-7100 Fax: (212) 620-7166  
flair@spring-obrien.com



# SPRING O BRIEN

Tourism New Zealand  
501 Santa Monica Blvd.  
Suite 300  
Santa Monica, CA 90401  
Att: Annie Dundas

Invoice No : 45863  
Date : 06/23/09  
Job No : NZ FEE  
Terms : upon receipt  
Page : 1

## MAY 2009 NEWS BUREAU ACTIVITY

Agency drafted, edited and distributed the press release " New Zealand Operators Reinvent A Classic: Coach Touring" (May. 26, 2009)

Agency fee: \$700.00

Sub total: \$700.00

## JUNE 2009 NEWS BUREAU ACTIVITY

Agency researched, drafted and distributed by e-mail the Newsletter "100% New Zealand News You Can Use" (June 23, 2009)

Agency fee: \$1,000.00

Sub total: \$1,000.00

Total \$1,700.00

2009 AUG -3 PM 12: 06  
RM/ISS/REGISTRATION UNIT