

For Six Month Period Ending 9/30/2010
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
Missy Farren & Associates, Ltd. d/b/a MFA 5949

(c) Business Address(es) of Registrant
206 Bon Air Avenue, New Rochelle, NY 10804

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 No
 - (2) Citizenship Yes No
 - (3) Occupation Yes No
- (b) If an organization:
 - (1) Name Yes No
 - (2) Ownership or control Yes No
 - (3) Branch offices Yes No
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

NSD/CES/REGISTRATION UNIT
2010 OCT 29 AM 11:24

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

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

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

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position	Date connection ended
------	----------	-----------------------

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

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

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe his service.

(b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or connection	Date terminated
Silvie Snow Thomas	Account Executive	April 7, 2010

(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.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

The Cayman Islands Department of Tourism

10. **EXHIBITS A AND B**

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

Exhibit A³ Yes No
 Exhibit B⁴ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:

The Foreign Principal is the Cayman Islands Department of Tourism. The Registrant provides public relations services to the Foreign Principal. The registrant drafts and disseminates press releases and facilitates the publication of travel-related articles which are designed to promote tourism to the Cayman Islands. The Registrant attended a wedding planning summit called Engage!10 from June 7-10, 2010 in the Cayman Islands, sponsored by the Cayman Islands Department of Tourism.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

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

The Registrant's activities are political in nature only to the extent that they affect the public interest regarding the Cayman Islands Department of Tourism. The Registrant promotes tourism to the Cayman Islands by providing public relations services to the Cayman Islands Department of Tourism. The Registrant drafts and disseminates press releases, and facilitates the publication of travel-related articles in newspapers and magazines for the Cayman Islands Department of Tourism.

In order to provide such public relations services to the Cayman Islands Department of Tourism, the Registrant engages in contact with a variety of media sources on an ongoing, consistent basis. The nature of all such contact is solely that of speaking with journalists to facilitate the publication of press releases and articles to promote the Cayman Islands as a tourist destination. The Registrant has not arranged, sponsored, or delivered speeches, lectures, or radio and TV broadcasts in behalf of the Cayman Islands Department of Tourism.

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

If yes, describe fully.

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

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

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

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

Date	From whom	Purpose	Amount
See attached	Addendum I		

\$233,090.20
Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes [] No [x]

If yes, have you filed an Exhibit D⁸ to your registration? Yes [] No []

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes [] No [x]

If yes, furnish the following information:

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

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
See attached	Addendum II		

The Registrant did not disburse any monies on behalf of the Foreign Principal in connection with travel for any US Government Officials or media representatives. Travel was for staff only to the Cayman Islands.

\$31,425.63
Total

(b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
---------------	------------------------------	-------------------------------------	-------------------------------	---------

(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
------	--------------------------	--------------------------------	-------------------

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
Yes No

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

17. Identify each such foreign principal.

The Cayman Islands Department of Tourism

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Internet
- Other (specify) _____

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

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) _____

21. What language was used in the informational materials:

- English
- Other (specify) _____

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

See attached Addendum III

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.

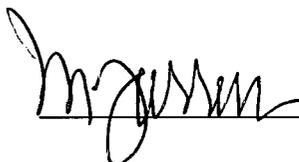
VI – EXECUTION

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 signature¹³)

10/26/10



M. FARRIN

NSD/CES/REGISTRATION UNIT
2010 OCT 29 AM 11:24

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



U.S. Department of Justice

National Security Division

Washington, DC 20530

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

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

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

Short Form List for Registrant: Missy Farren & Associates, Ltd. d/b/a MFA

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Farren Kincheloe	Mary E.	09/02/2009		
Capacchione	Agatha	09/02/2009		
Snow-Thomas	Silvie	09/02/2009	April 7, 2010	

MSD/CES/REGISTRATION UNIT
2010 OCT 29 AM 11: 25

ADDENDUM I

HSD/CES/REGISTRATION UNIT
2010 OCT 29 AM 11:25

2:00 PM

10/20/10

Missy Farren & Assoc., Ltd.
Transaction List by Customer
April through September 2010

Type	Date	Num	Amount
Cayman Islands D.O.T.#33-A			
Payment	4/8/10	25062	33,000.00
Payment	4/14/10	25130	22,919.67
Payment	5/5/10	25236	33,000.00
Payment	5/28/10	25314	7,217.06
Payment	6/9/10	25355	33,000.00
Payment	7/9/10	25491	33,000.00
Payment	7/9/10	25492	4,953.47
Payment	8/13/10	25676	33,000.00
Payment	9/17/10	25866	33,000.00
			<hr/>
			233,090.20

HSD/CES/REGISTRATION UNIT
2010 OCT 29 AM 11:25

ADDENDUM II

Missy Farren & Assoc., Ltd.
Item QuickReport
 April through September 2010

Type	Date	Num	Name	Amount
Service				
Reimbursed Expenses				
Telephone/Internet				
Invoice	4/26/10	4108MarExp	Cayman Islands D.O.T.#33-A	-841.39
Invoice	5/21/10	4119AprExp	Cayman Islands D.O.T.#33-A	-912.21
Invoice	7/5/10	4144MayExp	Cayman Islands D.O.T.#33-A	-2,220.21
Invoice	7/23/10	4174JunExp	Cayman Islands D.O.T.#33-A	-1,114.21
Invoice	8/30/10	4198JulExp	Cayman Islands D.O.T.#33-A	-749.19
Invoice	9/29/10	4231AugExp	Cayman Islands D.O.T.#33-A	-835.04
Total Telephone/Internet				-6,672.25
Postage/Fedex				
Invoice	4/26/10	4108MarExp	Cayman Islands D.O.T.#33-A	-167.11
Invoice	5/21/10	4119AprExp	Cayman Islands D.O.T.#33-A	-135.59
Invoice	7/5/10	4144MayExp	Cayman Islands D.O.T.#33-A	-107.72
Invoice	8/30/10	4198JulExp	Cayman Islands D.O.T.#33-A	-240.47
Invoice	9/29/10	4231AugExp	Cayman Islands D.O.T.#33-A	-59.39
Total Postage/Fedex				-710.28
Copying (Pims)				
Invoice	4/26/10	4108MarExp	Cayman Islands D.O.T.#33-A	-192.80
Invoice	5/21/10	4119AprExp	Cayman Islands D.O.T.#33-A	-544.94
Total Copying (Pims)				-737.74
Messengers				
Invoice	4/26/10	4108MarExp	Cayman Islands D.O.T.#33-A	-43.95
Invoice	5/21/10	4119AprExp	Cayman Islands D.O.T.#33-A	-19.98
Invoice	8/30/10	4198JulExp	Cayman Islands D.O.T.#33-A	-67.92
Invoice	9/29/10	4231AugExp	Cayman Islands D.O.T.#33-A	-47.70
Total Messengers				-179.55
Transportation				
Invoice	5/21/10	4119AprExp	Cayman Islands D.O.T.#33-A	-49.00
Invoice	7/5/10	4144MayExp	Cayman Islands D.O.T.#33-A	-681.21
Invoice	7/23/10	4174JunExp	Cayman Islands D.O.T.#33-A	-567.33
Invoice	8/30/10	4198JulExp	Cayman Islands D.O.T.#33-A	-216.07
Invoice	9/29/10	4231AugExp	Cayman Islands D.O.T.#33-A	-181.00
Total Transportation				-1,694.61
Airfare				
Invoice	5/21/10	4119AprExp	Cayman Islands D.O.T.#33-A	-595.35
Invoice	7/5/10	4144MayExp	Cayman Islands D.O.T.#33-A	-1,185.80
Invoice	7/23/10	4174JunExp	Cayman Islands D.O.T.#33-A	-2,300.30
Invoice	8/30/10	4198JulExp	Cayman Islands D.O.T.#33-A	-129.70
Total Airfare				-4,211.15
Hotel/Gratuity				
Invoice	7/5/10	4144MayExp	Cayman Islands D.O.T.#33-A	-1,156.45
Invoice	7/23/10	4174JunExp	Cayman Islands D.O.T.#33-A	-1,689.80
Invoice	9/29/10	4231AugExp	Cayman Islands D.O.T.#33-A	-60.00
Total Hotel/Gratuity				-2,906.25
Meals				
Invoice	4/26/10	4108MarExp	Cayman Islands D.O.T.#33-A	-314.95
Invoice	5/21/10	4119AprExp	Cayman Islands D.O.T.#33-A	-601.11
Invoice	7/5/10	4144MayExp	Cayman Islands D.O.T.#33-A	-944.64
Invoice	7/23/10	4174JunExp	Cayman Islands D.O.T.#33-A	-931.91
Invoice	8/30/10	4198JulExp	Cayman Islands D.O.T.#33-A	-785.73
Invoice	9/29/10	4231AugExp	Cayman Islands D.O.T.#33-A	-310.50
Total Meals				-3,888.84

2010 OCT 29 AM 11:26

HSD/CES/REGISTRATION UNIT

2:02 PM
 10/20/10
 Accrual Basis

Missy Farren & Assoc., Ltd.
Item QuickReport
 April through September 2010

Type	Date	Num	Name	Amount
Clippings (Burrelles)				
Invoice	4/26/10	4108MarExp	Cayman Islands D.O.T.#33-A	-996.96
Invoice	5/21/10	4119AprExp	Cayman Islands D.O.T.#33-A	-716.21
Invoice	7/5/10	4144MayExp	Cayman Islands D.O.T.#33-A	-649.26
Invoice	7/23/10	4174JunExp	Cayman Islands D.O.T.#33-A	-606.95
Invoice	8/30/10	4198JulExp	Cayman Islands D.O.T.#33-A	-541.65
Total Clippings (Burrelles)				-3,511.03
Clip Measure (VMS)				
Invoice	4/26/10	4108MarExp	Cayman Islands D.O.T.#33-A	-958.33
Invoice	5/21/10	4119AprExp	Cayman Islands D.O.T.#33-A	-208.33
Invoice	7/5/10	4144MayExp	Cayman Islands D.O.T.#33-A	-208.33
Invoice	7/23/10	4174JunExp	Cayman Islands D.O.T.#33-A	-208.33
Invoice	8/30/10	4198JulExp	Cayman Islands D.O.T.#33-A	-208.33
Invoice	9/29/10	4231AugExp	Cayman Islands D.O.T.#33-A	-208.33
Total Clip Measure (VMS)				-1,999.98
Magazines/Research				
Invoice	4/26/10	4108MarExp	Cayman Islands D.O.T.#33-A	-6.95
Invoice	7/5/10	4144MayExp	Cayman Islands D.O.T.#33-A	-24.96
Invoice	7/23/10	4174JunExp	Cayman Islands D.O.T.#33-A	-8.98
Invoice	8/30/10	4198JulExp	Cayman Islands D.O.T.#33-A	-299.33
Total Magazines/Research				-340.22
Press Releases (PR Newswire)				
Invoice	4/26/10	4108MarExp	Cayman Islands D.O.T.#33-A	-2,455.00
Invoice	7/5/10	4144MayExp	Cayman Islands D.O.T.#33-A	-715.00
Total Press Releases (PR Newswire)				-3,170.00
Media Gifts/Splys/Misc				
Invoice	4/26/10	4108MarExp	Cayman Islands D.O.T.#33-A	-35.87
Invoice	7/5/10	4144MayExp	Cayman Islands D.O.T.#33-A	-67.50
Invoice	7/5/10	4144MayExp	Cayman Islands D.O.T.#33-A	-13.75
Invoice	7/23/10	4174JunExp	Cayman Islands D.O.T.#33-A	-40.27
Invoice	8/30/10	4198JulExp	Cayman Islands D.O.T.#33-A	-423.64
Invoice	8/30/10	4198JulExp	Cayman Islands D.O.T.#33-A	-805.90
Invoice	9/29/10	4231AugExp	Cayman Islands D.O.T.#33-A	-16.80
Total Media Gifts/Splys/Misc				-1,403.73
Total Reimbursed Expenses				-31,425.63
Total Service				-31,425.63
TOTAL				-31,425.63

NSD/CES/REGISTRATION UNIT
 2010 OCT 29 AM 11:26

Media Representatives - Entertainment

Meals	Date	Place	
40.75	3/2/2010	Hangawi, 12 E. 32nd St., NYC	Lunch with Food and Wine
125.00	3/27/2010	Bohemian, 57 Great Jones St., NYC	Dinner with Conde Nast spa writer
149.20	3/31/2010	Fatty Crab, 2176 Broadway, NYC	Dinner with Food and Wine editor
159.92	4/1/2010	Gradisca Restaurant, 126 W. 13th St., NYC	Dinner with writers from Daily News and NY Observer magazine
181.89	4/21/2010	Walter Foods, 253 Grand St., NYC	Dinner with Daily Candy and Huffington Post
223.26	4/22/2010	Restaurant 44, Royalton Hotel, NYC	Lunch with Mark Orwoll of Travel and Leisure
36.04	4/27/2010	La Esquina, 114 Kenmare St., NYC	Lunch with editor from Martha Stewart Living
71.88	5/6/2010	Sala One Nine, 35 W. 19th St., NYC	Dinner with NBC Taxi TV
6.17	5/11/2010	Penelope, 159 Lexington Ave., NYC	Coffee and hummus with Shermans Travel journalist
225.91	5/17/10 - 5/21/10	Cayman Island and US locations	Meals for Mfa employee during visit
47.20	5/21/2010	inoteca, 323 3rd Ave., NYC	Lunch with KidCityNY Editor Sam Chapnick
51.89	6/1/2010	La Cocina, 430 3rd Ave., NYC	Lunch with Thrillist.com
60.57	6/2/2010	In Mfa office - conference room	Lunch for staff during meetings to prep for hurricane season
183.17	6/2/10 - 6/4/10	Cayman Island locations	Meals for staff during meetings with Department of Tourism
593.48	6/3/10 - 6/6/10	Cayman Island and US locations	Drinks, snacks, meals for visiting journalists during familiarization trip
26.55	6/6/10 - 6/10/10	Cayman Island and US locations	Meals during trip for staff during seminar
222.09	6/7/2010	A Voce, 41 Madison Ave., NYC	Lunch with Departures magazine and Food and Wine
81.51	6/12/2010	Tia Pol, 205 10th Ave., NYC	Dinner with National Geographic blogger
237.34	6/25/2010	Craftbar, 900 Broadway, NYC	Meal with NBC and Departures magazine editors
28.96	6/25/2010	Lena, 34 W 35th St., NYC	Lunch with blogger from Always Hungry blog
20.00	6/29/2010	Franchia, 12 Park Ave., NYC	Coffee with Camana Bay PR Team
172.17	7/2/2010	Palma, 28 Cornelia St., NYC	Dinner with the NY Times and Wall Street Journal
19.83	7/12/2010	Pop Art Bar, 345 E. 62nd St., NYC	Drinks with editor from Working Mother
38.84	7/14/2010	Blue Talon Bistro, Williamsburg, VA	Lunch with Travel weekly
32.58	7/14/2010	Bistro Niko, 3344 Peachtree, Atlanta, GA	Lunch with Jezebel magazine
60.54	7/14/2010	Tap, 1180 Peachtree St., Atlanta GA	Dinner with Upscale magazine
125.44	7/15/2010	Empire Room, 350 5th Ave., NYC	Wall Street Journal and CNT freelancer
31.65	7/23/2010	Viand, 1011 Madison Ave., NYC	Breakfast with journalist from Forbes Traveler
81.74	7/24/2010	Friendly Toast, 1 Kendall Sq., Cambridge, MA	Lunch with Kaleel and Wendy Sakakeeny from Travel Video Postcards
63.00	7/24/2010	Aqua Beach, Grand Cayman	Lunch for Fresh Air fund escorts in Grand Cayman
80.46	7/27/2010	Park Ave. Summer, 100 E 63rd St., NYC	Dinner with Outside magazine
99.31	7/29/2010	Rattle N Hum, 14 E. 33rd St., NYC	Strategy discussions with Chowder, Cayman Islands marketing agency
138.60	8/5/2010	Farmers & Fishers, Washington, DC	Dinner with Washingtonian magazine
105.37	8/12/10 - 8/16/10	Cayman Island and US locations	Staff meals during familiarization trip to Cayman with journalists
66.53	8/13/2010	Paradou, 8 Little West 12th St., NYC	Dinner with Food and Wine editor

3,888.84

ADDENDUM III



For more info please contact:
Missy Farren & Associates, Ltd. (212) 528-1691

CAYMAN AIRWAYS CELEBRATES 42 YEARS OF SERVICE WITH UNBEATABLE BIRTHDAY FARES

New York, New York, August 2, 2010 – In honor of its 42nd birthday, Cayman Airways is offering travelers remarkable discounts on flights to the Cayman Islands. Passengers who book a round-trip flight from New York, Tampa, or Miami by August 7, 2010 can travel from September 1 – November 7, 2010 with prices starting as low as \$142. To book, contact your travel professional, call 1-800-4CAYMAN (800-422-9626), or visit www.caymanairways.com today.

The Deal:

Round-trip from Miami to Grand Cayman: \$142.00
Round-trip from Tampa to Grand Cayman: \$142.00
Round-trip from New York to Grand Cayman: \$242.00



NSD/CES/REGISTRATION UNIT
2010 OCT 29 AM 11:26

Pristine beaches, crystal clear waters, unique culture, and unsurpassable overall beauty make the Cayman Islands an idyllic warm weather destination for families, couples and casual getaways. Because Cayman Airways offers non-stop flights from New York, Tampa and Miami, a dream vacation is just hours away. More information on Caymanian activities, additional savings and special offers can be found online by visiting www.caymanislands.ky. Remember, book by August 7th to take part in these incredible savings.

Located 480 miles south of Miami in the vibrant tranquility of western Caribbean, this trio of tiny islands is a premier destination for discriminating travelers, honeymooners and families. World renowned for its idyllic beaches and diving spots, and recognized as a sophisticated, diverse financial center, the Cayman Islands offer spectacular recreational opportunities along with warm, impeccable service. To learn more about the Cayman Islands, visit www.caymanislands.ky or www.divecayman.ky or call your local travel agent.

KITTIWAKE SET TO MAKE A SPLASH IN THE CAYMAN ISLANDS

New York, New York, July 1, 2010 – On July 27, 2010, the decommissioned US Naval Submarine Rescue Ship (ASR-13) the USS *Kittiwake*, will be sunk off Grand Cayman's Seven Mile beach. This highly anticipated event will be presented by the Cayman Islands Tourism Association (CITA), the Cayman Islands Ministry of Tourism, Finance, Investment and Commerce, and the Cayman Islands Department of Tourism. The 5-deck, 2200-ton Ex-USS *Kittiwake* will become an instant habitat for the variety of marine life unique to the Cayman Islands.

To commemorate the sinking, the Cayman Islands will be filled with *Kittiwake* "Sinking Events". An Island Elegant Gala Dinner will kick off the festivities on Saturday, July 24th accompanied by a live and silent auction for highly coveted, one-of-kind artifacts from the ship and memorable experiences such as the first dive or snorkel on the *Kittiwake*. Government Officials, local and overseas guests, and many *Kittiwake* ex-crew members will be on-hand throughout the evening.

Highlights of the 2010 *Kittiwake* sinking include:

- **Topside Viewing of Kittiwake:** Monday, July 26th from 9 AM – 2 PM (Special dedication ceremony for invited guests on *Kittiwake* from 4pm – 5pm).
- **Kittiwake Sinking:** Tuesday, July 27th from 10AM – 1PM (Spectators will be able to view from a distance).
- **Cayman Kittiwake Wreck CLOSED for safety inspections and final preparations:** Wednesday, July 28th.
- **First Dive, Snorkel, and Semi-Sub trip:** Thursday, July 29th from 9 AM – 11 AM the first dive, and snorkel trip will take place.

"The *Kittiwake's* journey to the Cayman Islands has been several years in the making" said Nancy Easterbrook CITA Project Manager and past CITA Board Member " and we are delighted that she will soon be providing a new and exciting dive and snorkeling experience, as well as creating yet another habitat for marine life in the Cayman Islands. The wreck will join the MV Captain Keith Tibbetts, a Russian Frigate sunk off the coast of Cayman Brac, reinforcing the Cayman Islands' position as a leader of the artificial reef movement."

For the latest updates, and more information about this upcoming underwater shipwreck attraction in the Cayman Islands, please visit www.kittiwakecayman.com.

Located 480 miles south of Miami in the vibrant tranquility of western Caribbean, this trio of tiny islands is a premier destination for discriminating travelers, honeymooners and families. World renowned for its idyllic beaches and diving spots, and recognized as a sophisticated, diverse financial center, the Cayman Islands offer spectacular recreational opportunities along with warm, impeccable service. To learn more about the Cayman Islands, visit www.caymanislands.ky or www.divecayman.ky or call your local travel agent.



For more information contact:

Cayman Islands Department of Tourism: 949-0623

Nasaria Budal-Coe, PR Officer: ncoe@caymanislands.ky

Gina Matthews, PR Manager: gmatthews@caymanislands.ky

Cayman Islands Ranks among Top 10 Destinations in the Caribbean with TripAdvisor

Grand Cayman, Cayman Islands, June 24, 2010 –The Cayman Islands tops the list in several categories by Trip Advisor's 2010 Travelers Choice Awards. Categories include Best Beaches, Relaxation & Spa, Outdoor & Adventure, and Romance destinations. TripAdvisor.com represents the world's largest travel community and its awards are based on over 10 million unbiased and honest traveler reviews.

Touted for its pristine beaches, unique attractions, affordable accommodations, dining options, and more, this is the second time the Cayman Islands joins the ranks of this list.

"We are delighted to have been chosen by travelers in this poll," commented Shomari Scott, Ag. Director of Tourism. "Those of us who live here know that our famed Seven Mile Beach is among the best in the world but winning an accolade of this caliber is a huge testament to the beauty, quality and service that visitors experience when they visit our islands. This award highlights how special our beach and resort community is and we are thrilled that the Cayman Islands have received this international recognition."



Year-round travelers to the Cayman Islands can indulge in activities such as the world famous Stingray City, take in a day of relaxation at Rum Point, or travel to one of the smaller islands for activities unique to the destination. Whatever one's interests are the Cayman Islands is full of endless possibilities.

Located 480 miles south of Miami in the vibrant tranquility of western Caribbean, this trio of tiny islands is a premier destination for discriminating travelers, honeymooners and families. World renowned for its idyllic beaches and diving spots, and recognized as a sophisticated, diverse financial center, the Cayman Islands offer spectacular recreational opportunities along with warm, impeccable service. To learn more about the Cayman Islands, visit www.caymanislands.ky or www.divecayman.ky or call your local travel agent.

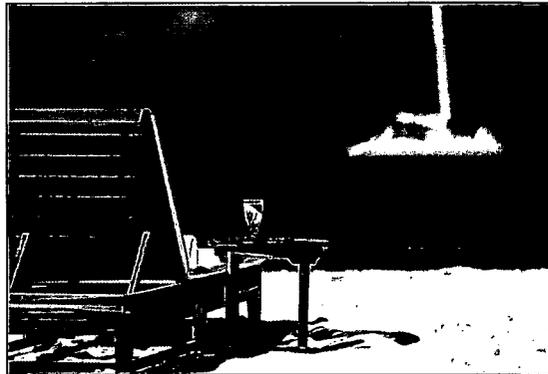
CAYMAN AIRWAYS ANNOUNCES BOGO DEAL AND FOURTH NIGHT FREE STAYS

New York, New York, May 25, 2010 – Cayman Airways has just launched a ***Two for the Price of One*** special; those who book a round-trip Cayman Airways flight before June 12 will receive an additional free round-trip ticket and a ***Fourth Night of accommodations Free*** on a three night stay with this limited time offer, valid for travel from May 5 – June 16. With non-stop service from New York, Tampa, and Miami, an unforgettable, value-added vacation is just hours away. To take advantage of this unbeatable offer from Cayman Airways and multiple accommodations on-island, contact a travel professional, or visit www.caymanislands.ky.

The Deal:

Two for the Price of One – Purchase one round-trip flight, get one free.

Fourth Night Free – Book three nights at participating accommodations*, and get the fourth night free.



*Participating accommodations include:

- Grand Cayman Marriott Beach Resort
- Lacovia Condominiums
- Sunshine Suites Resort
- The Grand Caymanian Resort
- The Reef Resort
- The Westin Casuarina Resort & Spa

Located 480 miles south of Miami in the vibrant tranquility of western Caribbean, this trio of tiny islands is a premier destination for discriminating travelers, honeymooners and families. World renowned for its idyllic beaches and diving spots, and recognized as a sophisticated, diverse financial center, the Cayman Islands offer spectacular recreational opportunities along with warm, impeccable service. To learn more about the Cayman Islands, visit www.caymanislands.ky or www.divecayman.ky or call your local travel agent.



For more info please contact:
Missy Farren & Associates, Ltd. (212) 528-1691

THE CAYMAN ISLANDS HELPS KIDS GET 'FRESH AIR' THIS SUMMER
The Cayman Islands and The Fresh Air Fund Team Up Again, Providing New York City and Caymanian Kids With Summer Fun

New York, New York, May 12, 2010 – This summer, a group of New York City-based children will visit the Cayman Islands while a group of Caymanian kids will travel to New York through a partnership between The Fresh Air Fund, the Cayman Islands, and Cayman Airways. From July 22 – 28, 10 inner-city children ages 10-12 will stay with host families in Grand Cayman to experience some of the most distinctive and engaging activities the Caribbean has to offer. Additionally, this is first time in the four years of this partnership that a cultural exchange program has been implemented, offering children 'fresh air' both in the Cayman Islands and New York.

The Fresh Air Fund kids will enjoy a week in Cayman experiencing some of the destination's most fun and interactive attractions including Sea School with SpongeBob Squarepants, Stingray City, Boatswain's Beach, Pedro St. James 'Castle', and the QE II Botanic Park, where they will encounter the endangered Blue Iguana. As part of this special exchange program, five Caymanian kids will experience days filled with swimming, sports, arts & crafts, boating, hiking, music, fishing, dancing, and more at the Fresh Air Fund Camp Mariah in Fishkill, New York.

"We are very happy to continue this strong partnership by participating in an exchange program with an organization so beloved by New Yorkers," said Acting Director of Tourism for the Cayman Islands M. Shomari Scott. "The Caymanian community is excited to welcome a new group of children this summer and we look forward to showing them the many wonderful activities and attractions on-island."

The Fresh Air Fund is an independent, not-for-profit agency that has provided free summer vacations to more than 1.7 million New York City children from low-income communities since 1877. The Fresh Air Fund children headed down to Cayman were selected by the organization once again this year based on their achievements, their willingness to succeed, and their history with the organization.

Located 480 miles south of Miami in the vibrant tranquility of western Caribbean, this trio of tiny islands is a premier destination for discriminating travelers, honeymooners and families. World renowned for its idyllic beaches and diving spots, and recognized as a sophisticated, diverse financial center, the Cayman Islands offer spectacular recreational opportunities along with warm, impeccable service. To learn more about the Cayman Islands, visit www.caymanislands.ky or www.divecayman.ky or call your local travel agent.

NSD/CES/REGISTRATION UNIT
2010 OCT 29 AM 11:26