

U.S. Department of Justice  
Washington, DC 20530

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

**INSTRUCTIONS.** Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at <http://www.fara.gov>.

**Privacy Act Statement.** The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

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

1. Name and Address of Registrant

R&R Partners, Inc.; 900 South Pavilion Center Dr.; Las Vegas, Nevada 89144

2. Registration No.

6095  
New Registration

3. Name of Foreign Principal  
Gobierno Federal de Mexico

4. Principal Address of Foreign Principal  
Casa Ruiz Corines, Puerta Central 1er Piso  
San Miguel Chapultepec, Mexico, D.F. 11850

5. Indicate whether your foreign principal is one of the following:

- Foreign government
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:
  - Partnership
  - Corporation
  - Association
  - Committee
  - Voluntary group
  - Other (*specify*) \_\_\_\_\_
- Individual-State nationality \_\_\_\_\_

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

- a) Branch or agency represented by the registrant  
Federal Executive Branch
- b) Name and title of official with whom registrant deals  
John Moody, General Director of International Media Relations

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

- a) Principal address
- b) Name and title of official with whom registrant deals
- c) Principal aim

Formerly CRM-157

FORM NSD-3  
Revised 03/11

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

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

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal Yes  No

Owned by a foreign government, foreign political party, or other foreign principal Yes  No

Directed by a foreign government, foreign political party, or other foreign principal Yes  No

Controlled by a foreign government, foreign political party, or other foreign principal Yes  No

Financed by a foreign government, foreign political party, or other foreign principal Yes  No

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes  No

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

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

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**EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A	Name and Title	Signature
March 21, 2012		/s/ Morgan Baumgartner eSigned

U.S. Department of Justice

Washington, DC 20530

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

**INSTRUCTIONS.** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <http://www.fara.gov>.

**Privacy Act Statement.** The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

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

1. Name of Registrant

R&amp;R Partners, Inc.

2. Registration No.

New Registration

6095

3. Name of Foreign Principal

Gobierno Federal de Mexico

Check Appropriate Box:

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

Registrant will provide public relations and media relations services to client in relation to the G20 Leaders Summit to be held in Mexico in June of 2012. Registrant will promote President Calderon's objectives for the G20 as well as the progress of meetings leading up to and during the Summit. Registrant will promote the progress of the Mexican economy over the past ten years. Registrant will provide press briefings, background information, access to Mexican officials, and interact with journalists in support of Mexico's role as the Summit's host and as the presidency of the Summit. Public relations efforts will occur within and outside of the United States.

A written contract is anticipated to cover the time period commencing February 2012 and terminating July 2012. Fees for US and International press relations are anticipated to be \$100,000 per month plus expenses.

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

See # 7 and attached proposal

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

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

**EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
March 21, 2012	Morgan Baumgartner, General Counsel	/s/ Morgan Baumgartner
		eSigned

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



## G20 2012 Mexico Earned Media Plan

### Assignment

Mexico's President is leading the 2012 G20 Summit and R&R Partners has been engaged to assist the Mexican government with the promotion of President Calderón's objectives for the G20 as well as the progress of the meetings leading up to and during the summit through consultation services for earned media outside of Mexico, social media and the G20 website.

### Mexican President's Priorities for the G20

1. Economic stabilization and structural reforms as foundations for growth and employment
2. Strengthening the financial system and fostering financial inclusion to promote economic growth
3. Improving the international financial architecture in an interconnected world
4. Enhancing food security and addressing commodity price volatility
5. Promoting sustainable development, green growth and the fight against climate change

### Objectives for R&R Partners in promoting the Mexican Presidency of the G20

- Promote:
  - President Calderón's Top 5 objectives for the G20 throughout the world and in the G20 countries but with particular focus on Beijing, Paris, Berlin, Tokyo, London, NYC and Washington D.C.
  - Finance Track and Sherpa Track meetings' occurrences and objectives leading up to the G20
  - President Calderón's Mexican Presidency of the G20 as being collaborative and open to listening to the ideas of other countries, NGOs, businesses and global citizens
  - The country of Mexico and its progress in the past 10 years – and in particular during the Calderón administration
- Garner additional PR by leveraging:
  - Mexican government spokespeople when they are traveling outside of Mexico
  - Companies who are making investments in Mexico
  - B20 leaders
  - WEF leaders
  - Think Tanks who are focused on the G20, emerging markets or global finance
  - NGOs focused on areas related to the five G20 objectives and where Mexico has made significant achievements

### Tactical Execution

#### PHASE I – DISCOVERY & PREPARATION

- Research
  - Global perception of Mexico and the G20 – particularly in key international cities identified
  - Data to support facts regarding Mexico's achievements (provided by Los Pinos team)
- Inventory of existing communication assets (provided by Los Pinos team)
  - Social
  - Website
  - Media Relations Contacts
    - From Los Pinos
    - Globally through embassies and consulates
  - Pool of Spokespeople
    - From Los Pinos (President, Secretaries, Undersecretaries & others)
    - Globally (Ambassadors & Consulates)
    - Business Leaders

- Voices of opinion leaders from non-G20 countries
- Identify the G20 events that have priority as well as any related events such as WEF
- Development of Tools for Media Outreach
  - Tiered Media List
  - Case Statement
  - Fact Sheets on Mexico related to the 5 Priorities for the G20
    - Economic Successes
    - Environment
    - Fiscal Discipline
    - Infrastructure
    - Social Investment
    - Crime and Security (for reactionary purposes if needed)
- Establish Pitch Grid Format
- Assess G20 Website and provide strategic recommendations (implementation by Los Pinos)
- Assess Social Media and provide strategic recommendations (implementation by Los Pinos)
- Message Development (sample messaging):
  - The success of the G20 & President Calderón's legacy are indelibly linked through June
  - Establishing greater brand value for G20 is as important as redefining and strengthening the brand of Mexico itself
  - Against a backdrop of a global financial crisis, the G20 is more important than ever
  - Position Mexico as a credible authority for restructuring world finance
  - From great challenge comes great opportunity
  - President Calderón is the perfect spokesman at this time in history – the major goals in global financial policy development to be discussed at the G20 are the very same policies that turned around the Mexican economy from the depths of recession in the mid 1990's
  - Mexico has an unprecedented opportunity to tell the world about its great successes in: public education, accessible health care, investment in infrastructure (schools, universities, roads, ports, manufacturing, exportation, and social responsibility)

#### *PHASE II – CAMPAIGN EXECUTION AND SUPPORT*

(All stories and pitches to be approved by Los Pinos unless it is simply verifying pre-approved facts. While multiple pitches will be made each week, there is no guarantee that all interviews will be garnered or that all stories and op-eds will be placed)

- Media pitches for traditional interviews
- Opinion Editorial coordination and placement
- Story development and media relations with targeted media in various international markets
- Response to media on pre-approved facts provided by Los Pinos
- Focus on major cities in G20 countries: Beijing, Paris, Berlin, Tokyo, London, NYC and Washington D.C.
- Emphasis on major news and financial publications, dailies & networks (per tiered media list)
- Development of events and press opportunities to publicize the Mexican presidency of the G20
- Coordinate and conduct press briefings in key markets, including Washington, D.C.
- Coordinate and conduct satellite media tours and press familiarization trips, as appropriate
- Coordination with Embassies and Consulates in key markets to garner additional media coverage
- Event Support as needed (to be determined by Los Pinos)
  - World Economic Forum on Latin America / G20 events week of April 15<sup>th</sup>-20<sup>th</sup>
  - Press coordination for any target-market visits by key members of Mexican administration
  - G20 Leaders' Summit

#### **ADDED VALUE ELEMENTS**

- Additional elements not included in this scope of work but will be provided if possible:
  - Translation for website pages on English version (front end only and does not include translation of documents uploaded to site)
  - Additional Infographics for use on website and in social media (implementation by Los Pinos)

DELIVERABLE	FREQUENCY	STATUS	DELIVERY DATE
<b>Discovery Phase</b>			
Research & Discovery	Once	Complete, but will be on-going as needed	05 Mar 2012
Tiered Media List	Once	Complete, but will be added to on an on-going basis as needed	07 Mar 2012 12 Mar 2012 (revised)
Case Statement	Once	Complete, but will be added to on an on-going basis as needed	07 Mar 2012
Fact Sheets	Once	Complete, but will be added to on an on-going basis as needed	07 Mar 2012
Pitch Grid	Weekly	Format complete, will submit each Monday by end of day for approval (or Tuesday if Monday is a US holiday)	16 Mar 2012
Website Recommendations	Once	Complete, but will be adjusted or added to on an on-going basis if needed	06 Feb 2012 27 Feb 2012 (additional)
Social Media Recommendations	Once	Complete, but will be adjusted or added to on an on-going basis as needed	06 Feb 2012 27 Feb 2012 (additional)
Tiered Media List	Once	Complete, but will be adjusted or added to on an on-going basis as needed	07 Mar 2012 12 Mar 2012 (revised)
<b>Execution Phase</b>			
Media Pitches	Ongoing	To be reflected on weekly status sheet	Weekly
Opinion Editorial Coordination	Ongoing	To be reflected on weekly status sheet	Weekly
Story Development	Ongoing	To be reflected on weekly status sheet	Weekly
Development of Events & Press Opportunities	Ongoing	To be reflected on weekly status sheet – or as necessary	As Available and approved by Los Pinos
Conduct Press Briefings in Key Markets	As needed	To be reflected on weekly status sheet – or as necessary	As Available and approved by Los Pinos
Coordinate and Conduct Satellite Media Tours	As needed	To be reflected on weekly status sheet – or as necessary	As Available and approved by Los Pinos
Coordinate and Conduct Press Familiarization Tours	As needed	To be reflected on weekly status sheet – or as necessary	As Available and approved by Los Pinos
Press Coordination in Key Markets for Ministers and Deputies	As needed	To be reflected on weekly status sheet – or as necessary	As Available and approved by Los Pinos
Coordination with Embassies and Consulates in key markets	As needed	To be reflected on weekly status sheet – or as necessary	As Available and approved by Los Pinos
Event Support at WEF and G20 Leaders' Summit	As needed	To be reflected on weekly status sheet – or as necessary	As Approved
Status Sheet of Activities	Weekly, start: 19 Mar 2012	Ongoing	Weekly

Fee: \$100,000 US Dollars per month beginning February 15, 2012 and ending July 14<sup>th</sup>, 2012 in order to continue press outreach regarding the outcomes of the G20. This amounts to five (5) payments of one hundred thousand US Dollars (US\$100,000) for a total of five hundred thousand US dollars (US\$500,000) for this scope of services. All hard costs including any printed materials, travel expenses (such as airfare, meals, hotel, etc.), etc. are not included and will be billed separately. Invoices will be issued on the 15<sup>th</sup> of each month with some travel expenses likely being issued after the completion of the project due to a delay in the credit card billing cycle.