

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

1. Name and address of registrant <b>HERMAN ASSOCIATES, INC.</b> <b>488 Madison Avenue, New York, N.Y. 10022</b>	2. Registration No. <b>2758</b>
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3. Name of foreign principal <b>EGYPTIAN TOURIST AUTHORITY</b> <b>(North America)</b>	4. Principal address of foreign principal <b>630 Fifth Avenue</b> <b>New York, N.Y. 10111</b>
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5. Indicate whether your foreign principal is one of the following type:

- ☒ Foreign government
- ☐ Foreign political party
- ☐ Foreign or ☐ domestic organization: If either, check one of the following:
- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee             |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group       |
| <input type="checkbox"/> Association | <input type="checkbox"/> Other (specify) _____ |
- ☐ Individual—State his nationality \_\_\_\_\_

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

- a) Branch or agency represented by the registrant. **Ministry of Tourism**
- b) Name and title of official with whom registrant deals.  
**Dr. Shauki Houssein, Director, E.T.A., North America**

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

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

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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

- 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 whole by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐
- Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

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

**The Egyptian Tourist Authority is funded by the Ministry of Tourism of the Government of Egypt.**

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.

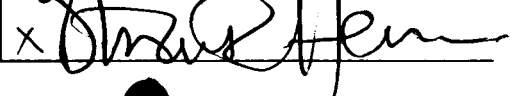
Date of Exhibit A

7/26/85

Name and Title

Stuart Herman, CEO

Signature

X 

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. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant  
HERMAN ASSOCIATES, INC.

Name of Foreign Principal  
EGYPTIAN TOURIST AGENCY AUTHORITY

Check Appropriate Boxes:

1. ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
2. ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
3. ☐ The agreement or understanding between the registrant and 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 the expenses, if any, to be received.

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

The agency, Herman Associates, creates, produces and places consumer and trade ads on behalf of the EIA. Standard advertising agency procedures are followed in regard to the placement and billing of the advertising. The agency earns the standard 15% media commission from all media placements and in addition bills the EIA for creative and applicable production costs. The purpose of all advertising for the EIA is to promote tourist travel to Egypt.

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

Same as item 4.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1</sup>  
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.

Date of Exhibit B

February 26, 1985

Name and Title

STUART HERMAN, CEO

Signature

*Stuart Herman*

<sup>1</sup>Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other 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.

May 10, 1984

Dr. Shawki Hussein  
Director, North America  
Egyptian Tourist Authority  
630 Fifth Avenue  
New York, NY

**h**  
**herman**  
**associates inc**

488 madison avenue  
new york, n.y. 10022  
(212) 935-1730

Dear Dr. Hussein:

On behalf of Herman Associates, I would like to say how pleased we all are with your decision to appoint us as your new advertising agency for North America.

It has been just about a year since we began work on our advertising/marketing proposal for the E.T.A., and we have been eagerly looking forward to the time when this program could be put into action. Given the present budget limitations, we can at least make a start in a fresh, new direction to the travel trade and, on a very selective basis, to the consumer.

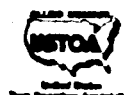
I understand that our appointment cannot be announced until you have officially notified your present agency and receive the endorsement of your decision from your headquarters in Cairo. However, given the reality of advertising deadlines for the upcoming fall season, I hope that these formalities can be taken care of by the end of June.

Insofar as our fees and billing procedures are concerned, we basically adhere to standard advertising practices.

These could be summarized as follows:

- A) Media bills include the standard 15% agency commission. Invoices are issued at the beginning of every month for all media to be placed in that month. Where required, tear sheet proofs are enclosed with the respective invoices or forwarded to the client as soon as they are available.
- B) Ad preparation and production charges are billed upon the completion of ad. These charges cover copywriting, art direction, type specification, photo selection and/or photo supervision, typography, mechanical waste-up, photostats, film negatives required by publications and other production expenses.
- C) Creative costs may be partially or wholly absorbed by the agency when a client's media budget reaches or exceeds \$250,000 depending on the actual, final expenditure and the number of ads to be produced.

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- D) The following agency services are covered by media commissions: Media planning, buying and placement; regular consultations and meetings with an account executive and other staff members involved with the account; attendance by a representative of the agency at appropriate seminars, trade shows, presentations and/or other travel industry functions in which the E.T.A. is an active participant; (travel expenses are not included).
- E) As part of handling your account, Herman Associates will coordinate the promotion, preparation and printing of the "Guide to Egypt" published by the E.T.A. We will also provide advertising copy, layout and mechanicals for advertisers who require these services. A fee for these services would be determined after discussion of the specific requirements and time period involved.
- F) All collateral type projects (i.e., brochures, trade shows displays, P.R. releases, newsletters, etc.) are billed on a project basis. We provide estimates in advance for all items, and proceed after estimates are approved.
- G) The agency can also direct and coordinate market research studies. Fees for such services are based on the scope and type of survey required.

As your account supervisor, I anticipate having the opportunity to personally visit Egypt at an appropriate time, in order to provide the agency with further information and incite into the touristic situation.

I trust that this letter contains all the information you need in regard to our fees and method of operation. Should you have any further questions, please do not hesitate to contact me.

We are all very excited by the challenge of bringing today's Egypt to the attention of the travel community and the consumer; and we are looking forward to working with you and your colleagues to achieve this goal.

Cordially,



Stu Herman  
Chief Executive Officer



# EGYPTIAN TOURIST AUTHORITY

Mr. Stuart Herman,  
Director,  
HERMAN ASSOCIATES,  
488, Madison Avenue,  
New York, N.Y. 10022.

Our Ref: SH/MM.  
File Ref: B.C.18.  
Mise: 108.

7th May, 1984.

Dear Mr. Herman,

It was a pleasure indeed meeting you and your colleagues last week to discuss possibilities of future collaboration between us.

As I told you, upon receipt of your offer for handling our advertising in the U.S. and Canada, I shall write to our Chairman in Cairo to request providing necessary funds for 1984/85. At the same time, I am today briefing directors of our offices in San Francisco and Montreal on our discussions.

I look forward to a fruitful co-operation between us.

Yours Sincerely,

Shawki Hussein, Director.

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c.c. Mr. Mahmoud Kamel, San Francisco,  
Mr. Salah ElDerwy, Montreal.



# EGYPTIAN TOURIST AUTHORITY

Mr. Stu Herman,  
Chief Executive Officer,  
HERMAN ASSOCIATES, INC.,  
488, Madison Avenue,  
New York, N.Y. 10022.

Our Ref: SH/MM.  
File REF: Ad.A./F  
Mise: 223.

9th July, 1984.

Dear Mr. Herman,

It was a pleasure seeing you recently in our office. Thank you for your quotation on providing the 1985 Travel Guide to Egypt, which we shall take into consideration.

As I stated, we are entrusting you with formulating and implementing the advertising campaign of the Egyptian Tourist Authorities in New York and San Francisco. This will be for the period from September 1984 until June, 1985; at that later date Herman Associates Ltd and the Egyptian Tourist Authority will notify each other, in writing, on renewing the agreement for a second period.

Due to our limited budget, which will be about 80,000 dollars, we ask you to keep production and other related costs to a minimum. And you are kindly requested to advise us on these costs before ad insertion in the media.

We look forward to a successful association with Herman Associates.

Yours Sincerely,

Shawki Hussein, Director.

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media schedule

client: EGYPTIAN TOURIST AUTHORITY  
product: JULY 26, 1984  
date: PRINT - MEDIA  
media:

**h**erman  
associates inc  
488 madison avenue  
new york, n.y. 10022  
Tel: (212) 935-1730

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EGYPTIAN TOURIST AUTHORITY  
1984-85 BUDGET RECAPITULATION

TOTAL CONSUMER MEDIA CAMPAIGN .....	\$49,204.83
TOTAL TRADE MEDIA CAMPAIGN .....	\$23,780.20
TOTAL INCENTIVES MEDIA CAMPAIGN .....	\$ 4,925.00

TOTAL ALL MEDIA: \$77,910.03

# media schedule

client: EGYPTIAN TOURIST AUTHORITY  
 product: JULY 26, 1984  
 date: PRINT - CONSUMER  
 media:

## EGYPTIAN TOURIST AUTHORITY PROPOSED CONSUMER MEDIA CAMPAIGN 1984-85

**herman**  
 associates inc  
 488 madison avenue  
 new york, n.y. 10022  
 Tel: (212) 935-1730

PUBLICATION	FREQUENCY	SPACE	COST/AD	TOTAL
TRAVEL & LEISURE	1x	Island 1/2 Page 4-color	\$12,910.00	\$12,910.00
SIGNATURE	1x	Island 1/2 Page 4-color	\$ 9,290 - 15% = \$7,896.50 (Tourist Office Discount)	\$ 7,896.50
TRAVEL/HOLIDAY	1x	Island 1/2 Page 4-color	\$ 6,940.00	\$ 6,940.00
NATURAL HISTORY	1x	Island 1/2 Page 4-color	\$ 7,350.00	\$ 7,350.00
THE SOPHISTICATED TRAVELER	1x (Oct. 7)	1/5 Page B&W (3-13/16 x 6)	\$ 4,110.00	\$ 4,110.00
THE DIAL	1x	Island 1/2 Page 4-color	\$14,990 - 33.3% = \$9,998.33 (1st Time Advertiser Discount)	\$ 9,998.33

TOTAL CONSUMER: \$49,204.83

# media schedule

client: EGYPTIAN TOURIST AUTHORITY  
 product: JULY 26, 1984  
 date: PRINT  
 media:



## EGYPTIAN TOURIST AUTHORITY PROPOSED TRADE MEDIA CAMPAIGN 1984-85

PUBLICATION	FREQUENCY	SPACE	COST/AD	TOTAL
TRAVEL WEEKLY	7x	Jr. 1/2 Page B&W	\$1,488.60	\$10,420.20
TRAVEL AGENT	4x	1/2 Page B&W	\$1,230.00	\$ 4,920.00
TRAVELAGE WEST	3x	1/2 Page B&W	\$ 830.00	\$ 2,490.00
ASTA TRAVEL NEWS	2x	1/2 Page B&W	\$1,080.00	\$ 2,160.00
TRAVEL TRADE	2x	Jr. 1/2 Page B&W	\$ 995.00	\$1,990.00
JAX FAX	2x	1/2 Page B&W	\$ 900.00	\$ 1,800.00

**TOTAL TRADE: \$23,780.20**

Herman Associates Inc. is hereby authorized to place this schedule on our behalf as our agent, and we assume full responsibility for all charges. Please sign and return copy. Original is for your files. Thank you.

Accepted by: \_\_\_\_\_ For: \_\_\_\_\_ Date: \_\_\_\_\_ Rates subject to change.

# media schedule

client: EGYPTIAN TOURIST AUTHORITY  
product: INCENTIVES  
date: JULY 26, 1984  
media: PRINT - TRADE

## EGYPTIAN TOURIST AUTHORITY PROPOSED INCENTIVE MARKET MEDIA CAMPAIGN 1984-85

**herman**  
associates inc  
488 madison avenue  
new york, n.y. 10022  
Tel: (212) 955-1730

PUBLICATION	FREQUENCY	SPACE	COST/AD	TOTAL
INCENTIVE TRAVEL MANAGER	1x	1/3 Page 4-color	\$2,365.00	\$2,365.00
CORPORATE MEETINGS & INCENTIVES	1x	1/3 Page 4-color	\$2,560.00	\$2,560.00

TOTAL INCENTIVE MARKET: \$4,925.00

Herman Associates Inc. is hereby authorized to place this schedule on our behalf as our agent, and we assume full responsibility for all charges. Please sign and return copy. Original is for your files. Thank you.

Accepted by: \_\_\_\_\_

For: \_\_\_\_\_

Date: \_\_\_\_\_

Rates subject to change.