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06 JUN 12 PM 1:59

# LOBBYING REGISTRATION

Lobbying Disclosure Act of 1995 (Section 4)

1. Effective Date of Registration 04/01/2006

2. House Identification Number 38933 Senate Identification Number 28543

## REGISTRANT

3. Registrant name Organization Mercury Public Affairs

Address 1775 Eye Street, NW Suite 700

City Washington State DC Zip 20006 USA

4. Principal place of business (if different than line 3)

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

5. Telephone number and contact name Prefix Full Name

202-551-1450 Contact Mr. John Hishta E-mail jhishta@mercuryllc.com

6. General description of registrant's business or activities

Public Affairs

**CLIENT** *A Lobbying firm is required to file a separate registration for each client. Organizations employing in-house lobbyists should check the box labeled "Self" and proceed to line 10.*  Self

7. Client name SBM Enterprises

Address 435 Lawrence Bell Drive, Suite 12A

City Williamsville State NY Zip 14221 Country USA

8. Principal place of business (if different than line 7)

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

9. General description of client's business or activities

Wholesale distributor

## LOBBYISTS

*Go to page 3 to add more to*

10. Name of each individual who has acted or is expected to act as a lobbyist for the client identified on line 7. If any person in this section has served as a "covered executive branch official" or "covered legislative branch official" within two years of first becoming a lobbyist for the client, state the executive and/or legislative position(s) in which the person served.

Name			Covered Official Position (if applicable)
First	Last	Suffix	
John	Hishta		

3000160844



Registrant Name Mercury Public Affairs

Client Name SBM Enterprises

**LOBBYING ISSUES** Find the code to select below.

Go to page 3 to add more lobbying i

11. General lobbying issue areas. Select all applicable codes listed in instructions and on the reverse side of Form LD-1, page

TOB

12. Specific lobbying issues (current and anticipated)

Tobacco regulations

**AFFILIATED ORGANIZATIONS**

Go to page 3 to add more organiz

13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the registrant in a semiannual period and in whole or in major part plans supervises or controls the registrant's lobbying activities?

No ⇒ Go to line 14.

Yes ⇒ Complete the rest of this section for each entity matching th criteria above, then proceed to line 14.

Name	Address	Principal place of Business (city and state or country)

**FOREIGN ENTITIES**

Go to page 3 to add more foreign

14. Is there any foreign entity that:

- a) holds at least 20% equitable ownership in the client or any organization identified on line 13: **OR**
- b) directly or indirectly, in whole or in major part, plans, supervises, controls, directs, finances or subsidizes activ the client or any organization identified on line 13; **OR**
- c) is an affiliate of the client or any organization identified on line 13 and has a direct interest in the outcome of t lobbying activity?

No ⇒ Sign and date the registration.

Yes ⇒ Complete the rest of this section for each entity matching the criteria above, then sign and date t registration.

Name	Address			Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Ow per in
	Street Address City	State/Province	Country			

3000150845

Form Cor

*10/11*

