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| Clerk of the House of Representatives Legislative Resource Center B-106 Cannon Building Washington, DC 20515 | Secretary of the Senate Office of Public Records 232 Hart Building Washington, DC 20510 |
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SECRET
04 AUG**LOBBYING REPORT**

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

| | | | |
|--|----------------|-------------------|---------------------------|
| 1. Registrant Name Ricchetti Incorporated | | | |
| 2. Address <input checked="" type="checkbox"/> Check if different than previously reported 1001 G Street NW, Suite 600 East | | | |
| 3. Principal Place of Business (if different from line 2) Washington DC, 20001 City: State/zip (or Country) | | | |
| 4. Contact Name | Telephone | E-mail (optional) | 5. Senate ID # |
| James Heimbach | (202) 879-9367 | | 62778-416 |
| 7. Client Name <input type="checkbox"/> Self Magazine Publishers Association | | | 6. House ID # 35395017 |

TYPE OF REPORT 8. Year 2004 Midyear (January 1-June 30) OR Year End (July 1-Dec9. Check if this filing amends a previously filed version of this report 10. Check if this is a Termination Report ⇌ Termination Date _____

11. No Lobbying

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

| 12. Lobbying Firms | 13. Organizations |
|--|---|
| INCOME relating to lobbying activities for this reporting period was: | EXPENSES relating to lobbying activities for this reporting period were: |
| Less than \$10,000 <input type="checkbox"/> | Less than \$10,000 <input type="checkbox"/> |
| \$10,000 or more <input checked="" type="checkbox"/> ⇌ \$ <u>90,000.00</u> Income (nearest \$20,000) | \$10,000 or more <input type="checkbox"/> ⇌ \$ _____ Expenses (nearest \$20,000) |
| Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client). | 14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of c |
| | <input type="checkbox"/> Method A. Reporting amounts using LDA definition |
| | <input type="checkbox"/> Method B. Reporting amounts under section 603 Internal Revenue Code |
| | <input type="checkbox"/> Method C. Reporting amounts under section 162 Internal Revenue Code |


Date 8/4/04

Signature _____

James Heimbach, Vice President

()

Printed Name and Title _____

LD-2 (REV. 4/03)

PAGE 1

Registrant Name Ricchetti Incorporated Client Name Magazine Publishers Association

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which th engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each co information as requested. Attach additional page(s) as needed.

15. General issue area code POS (one per page)

16. Specific lobbying issues

Issues pertaining to reform of the postal system of the United States, including work on the following legislative items: HR 4341, to reform the postal laws of the United States, S. 2468 and S. 1285
Issues relating to the restructuring of pension liability in order to improve the efficiency of the postal service.

17. House(s) of Congress and Federal agencies contacted Check if None

U.S. Senate
U.S. House of Representatives

18. Name of each individual who acted as a lobbyist in this issue area

| Name | Covered Official Position (if applicable) |
|-----------------|---|
| Steve Ricchetti | |
| Jeff Ricchetti | |
| Lisa Kountoupes | |
| James Heimbach | |
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| | |

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature _____ Date _____

James Heimbach, Vice President

Registrant Name Ricchetti Incorporated Client Name Magazine Publishers Association

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which th engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each co information as requested. Attach additional page(s) as needed.

15. General issue area code MMM (one per page)

16. Specific lobbying issues

Issues pertaining to the implementation of the prescription drugs benefits legislation.
Issues pertaining to direct-to-consumer advertising of pharmaceuticals.

17. House(s) of Congress and Federal agencies contacted Check if None

U.S. Senate
U.S. House of Representatives

18. Name of each individual who acted as a lobbyist in this issue area

| Name | Covered Official Position (if applicable) |
|-----------------|---|
| Steve Ricchetti | |
| Jeff Ricchetti | |
| Lisa Kountoupes | |
| James Heimbach | |
| | |
| | |
| | |
| | |

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature _____ Date _____

Printed Name and Title _____

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Page 3

Registrant Name Ricchetti Incorporated Client Name Magazine Publishers Association

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which th engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each co information as requested. Attach additional page(s) as needed.

15. General issue area code TAX (one per page)

16. Specific lobbying issues

Internet Tax Freedom Act and related legislation.
Issues pertaining to simplification of tax code

17. House(s) of Congress and Federal agencies contacted Check if None

U.S. Senate
U.S. House of Representatives

18. Name of each individual who acted as a lobbyist in this issue area

| Name | Covered Official Position (if applicable) |
|-----------------|---|
| Steve Ricchetti | |
| Jeff Ricchetti | |
| Lisa Kountoupes | |
| James Heimbach | |
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| | |

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature _____ Date _____

Printed Name and Title _____

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Page 4

Registrant Name Ricchetti Incorporated Client Name Magazine Publishers Association

Information Update Page - Complete ONLY where registration information has changed.

20. Client new address

21. Client new principal place of business (if different from line 20)

City _____ State/Zip (or Country) _____

22. New general description of client's business or activities

LOBBYIST UPDATE

23. Name of each previously reported individual who is **no longer** expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues previously reported that **no longer** pertain

COM _____

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

| Name | Address | Principal Place of Business (city and state or country) |
|------|---------|---|
| | | |

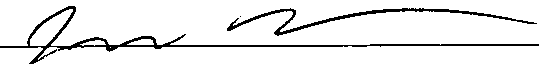
26. Name of each previously reported organization that is **no longer** affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

| Name | Address | Principal place of business (city and state or country) | Amount of contribution for lobbying activities |
|------|---------|---|--|
| | | | |

28. Name of each previously reported foreign entity that **no longer** owns, **or** controls, **or** is affiliated with the registrant, affiliated organization

Signature  Date 8/4/04

