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LOBBYING REPORT

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

1. Registrant Name Sonny Callahan & ASSOCIATES, LLC			
2. Address <input type="checkbox"/> Check if different than previously reported P.O. Box 9699			
3. Principal Place of Business (if different from line 2) City: Mobile State/City (or Country): AL 36691			
4. Contact Name Clay Swanzy		Telephone (251) 602-4950	5. Senate ID #
7. Client Name <input type="checkbox"/> Self MATRIX FITNESS SYSTEMS			6. House ID # 3631

TYPE OF REPORT 8. Year 2004 Midyear (January 1-June 30) OR Year End (July 1-December 31)

9. 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

<p>12. Lobbying Firms</p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input checked="" type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> → \$ _____ <small>Income (nearest \$20,000)</small></p> <p>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).</p>	<p>13. Organizations</p> <p>EXPENSES relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input type="checkbox"/> None</p> <p>\$10,000 or more <input type="checkbox"/> → \$ _____ <small>Expenses (nearest \$20,000)</small></p> <p>14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definition</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6032 the Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) Internal Revenue Code</p>
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Signature _____

Printed Name and Title _____

LD-2 (REV. 6/98)

PAGE

Registrant Name Sonny Callahan ^{Assoc.} Client
Name Matrix Fitness Systems

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

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

16. Specific lobbying issues Introducing fitness equipment
to federal agencies

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

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

Name	Current Official Position (if applicable)
<u>H.L. (Sonny) Callahan</u>	<u>M.C., Retired</u>
<u>Mike Sharp</u>	
<u>Clay Swanzy</u>	

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

Signature Clay Swamy, Date 7.28.04
Printed Name and Title Clay Swamy, Senior associat

Form L112 (Rev. 6/98)

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Registrant Name Sonny Callahan & ASSOC Client
 Name Matrix / Fitness Systems

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

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	City per client

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

Signature Clay Swamy Date 7.28.04
Printed Name and Title