

LOBBYING REGISTRATION

Lobbying Disclosure Act of 1995 (Section 4)

Check if this is an Amended Registration

1. Effective Date of Registration Apr 01, 2007

2. House Identification Number 38407

Senate Identification Number 308013-1002017

REGISTRANT

3. Registrant Name: VAR II LLC
Address: 14 North Main Street P.O. Box 796
City: Kent State: CT Zip: 06757

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

5. Telephone number and contact name:
2035120973 Contact: KEVIN L. BURNS
E-mail(optional): kburns@palisadespictures.com

6. General description of registrant's business or activities:
Governmental affairs consultant

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: AMERICAN CATALOG MAILERS ASSN
Address: 2001 K STREET NW, SUITE 206
City: WASHINGTON State: DC Zip: 20006

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

9. General description of client's business or activities:
Advocacy for interests of catalog mailers

LOBBYISTS

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 listed in this section has served as a "covered executive branch official" or "covered legislative branch official" within two years of first acting as a lobbyist for the client, state the executive and/or legislative position(s) in which the person served.

Name: KNUTSON, HARMONY
Covered Official Position (if applicable): N/A
Name: ROBERTI, VINCENT
Covered Official Position (if applicable): N/A
Name: TAXEL, JED
Covered Official Position (if applicable): N/A

LOBBYING ISSUES

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

POS

12. Specific lobbying issues (current and anticipated):

Postal rate and regulatory changes and their impact on the catalog industry and the US economy

AFFILIATED ORGANIZATIONS

13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the registrant in a semi-annual period **and** 13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the registrant in a

Registrant Name: VAR II LLC Client Name: AMERICAN CATALOG MAILERS ASSN

semi-annual period in whole or in major part plans, supervises or controls the registrant's lobbying activities?

No, then go to line 14.

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

FOREIGN ENTITIES

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 activities of 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 the lobbying activity?

No, then sign and date the registration.

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

Signature: ON FILE Date: May 04, 2007

Printed Name and Title: -