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February 18, 2005

To Whom It May Concern:

We were instructed to submit a copy of the Lobbying Disclosure Registration Form for Leap Schoolhouse along with the Lobbying Report as the original registration had been delivered not recorded. Please feel free to contact me directly if you have any questions. I can be reached at 202-412-1567 or at jchild@policyimpact.com if you have any questions.

Thank You,
Jeff Child

1275 Pennsylvania Avenue, NW --- Tenth Floor --- Washington, DC 20004 ----- 202 737 5339 *phone* --- 202 737 4097.

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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LOBBYING REGISTRATION

Lobbying Disclosure Act of 1995 (Section 4)

Check if this is an Amended Registration I. Effective Date of Registration 17.03.2004
 2. House Identification Number 33755 026 Senate Identification Number _____

REGISTRANT

3. Registrant Name **Policy Impact Strategic Communications, Inc.**
 Address **1275 Pennsylvania Avenue, N.W. Tenth Floor**
 City **Washington** State **DC** Zip **20004** United States
 4. Principal place of business (if different from line 3)
 City _____ State/Zip (or Country) _____
 5. Telephone number and contact name **202-661-6381 Drew Hiatt** Contact E-Mail (optional) **dhiatt@policyimpact.com**
 6. General description of registrant's business or activities
Public Relations & Government Relations

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

7. Client Name **LeapFrog**
 Address **6401 Hollis Street, Suite 150**
 City **Emeryville** State **CA** Zip **94608-1070**
 8. Principal place of business (if different from line 7)
 City _____ State/Zip (or Country) _____
 9. General description of client's business or activities
Vendor of educational technologies and toys.

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 this client, state the executive and/or legislative position(s) in which the person served.

Name	Covered Official Position (if applicable)
Drew Hiatt	

Registrant Name: Policy Impact Strategic Communications, Inc.

Client Name: LeapFrog

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.
BUD, EDU, HCR, IMM

12. Specific lobbying issues (current and anticipated)

Seeking funding for educational initiatives that address specific national challenges in the areas of health and education

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 semiannual period and in whole or 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 the criteria above, then proceed to line 14.

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

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. Sign and date the registration.

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

Name	Address	Principal Place of Business (city and state or country)	Amount of contribution for lobbying activities	C P

Signature

Drew Hiatt

Date 15.07.2004

Printed Name and Title

Drew Hiatt - Senior Executive

