

Clerk of the House of Representatives Legislative Resource Center 3-106 Cannon Building Washington, DC 20515	Secretary of the Senate Office of Public Records 232 Hart Building Washington, DC 20510
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SECRETARY OF THE SENATE
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H. D.

LOBBYING REGISTRATION

Lobbying Disclosure Act of 1995 (Section 4)

Check if this is an amended registration 1. Effective Date of Registration 9/1/99
2. House Identification Number _____ Senate Identification Number _____

REGISTRANT

3. Name of Registrant **American Continental Group**
Address **701 Pennsylvania Avenue, N.W., Suite 250**
City **Washington** State **DC** Zip **20004**
4. Principal place of business (if different from line 3)
City _____ State/Zip (or Country) _____
5. Telephone number and contact name
(202) 347-6443 Contact **Krista Ritacco** E-mail (optional) **Ritacco@acggrp.com**
6. General description of registrant's business or activities
Political Consultants

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

7. Name of Client **Most Marketing Services**
Address **7 West 36th Street**
City **New York** State **NY** Zip **10018**
8. Principal place of business (if different from line 1)
City _____ State/Zip (or Country) _____
9. General description of client's business or activities
Advertising.

LOBBYISTS

8. Name of each individual who has acted or is expected to act as 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 or legislative branch position(s) in which the person served.

Name	Covered Official Position (if applicable)
Smith, Russell	
Metzger, David	
Smealls, Shawn	

LOBBYING ISSUES

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

GOV

12. Specific lobbying issues (current and anticipated)

**Historically Undercounted Populations.
U.S. Census.**

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 in major part plans, supervises or controls the registrant's lobbying activities?

No \Rightarrow Go to line 14.

Yes \Downarrow 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:

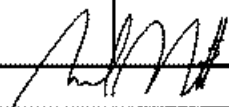
- a) holds at least 20% equitable ownership in the client or in any organization identified on line 13; or
- b) directly or indirectly, in whole or in major part, plans, supervises, controls, directs, finances or subsidizes the activities of the client or any organization identified on line 13; or
- 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 \Rightarrow Sign and date the registration.

Yes \Downarrow Complete the rest of this section for each entity matching the criteria above; then sign and date the registration.

Name	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Ownership percentage in client

Signature



Date **9/29/99**

Printed Name and Title **Russell Smith**

Director