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SECRETARY OF THE SENATE
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LOBBYING REPORT

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

1. Registrant name Alliance for American Advertising			
2. Address <input type="checkbox"/> Check if different than previously reported 555 12th Street, NW, Suite 710 Washington DC 20004 USA			
3. Principal place of business (if different than line 2) City State/Zip or Country			
4a. Contact Name	b. Telephone number	c. E-mail	5. Senate ID #
Ms. Karen Blitz	202-638-1101	kgb@davidsondc.com	293415-16
7. Client Name <input type="checkbox"/> Self			6. House ID #
Grocery Manufacturers of America			37455007

TYPE OF REPORT 8. Year 2005 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 Activity

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"/> ⇨ \$ _____</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"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____</p> <p>14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of options.</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definitions only</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033(b)(8) c Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Revenue Code</p>
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Edit Form > File with
Senate Password _____ File with

Signature Karen Blitz

Digitally signed by Karen Blitz
DN: cn = Karen Blitz, c = US, o = DST Action Unaffiliated Individual
Reason: I attest to the accuracy and integrity of this document
Date: 2006.01.25 15:36:19 -0500

Date 1/25/2006

Printed Name and Title Karen Blitz, Director

1000182418

Registrant Name Alliance for American Advertising Client Name Grocery Manufacturers of America

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

15. General issue area code ADV - Advertising (one per page)

16. Specific lobbying issues

H.R. 554 Personal Responsibility in Food Consumption Act
H.R. 4124 CAMRA Act
S. 1074 HELP America Act
S. 799 Prevention of Childhood Obesity Act
S. 1325 IMPACT Act
S. 1324 Childhood Obesity Reduction Act

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

U.S. Senate
U.S. House of Representatives
Federal Trade Commission

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

Name	Covered Official Position (if applicable)
James Davidson	

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

0000182419

Signature Document digitally signed on Page 1. Date 1/25/2006

