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LOBBYING REPORT

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

1. Registrant Name POLICY DIRECTIONS INC.			
2. Address <input type="checkbox"/> Check if different than previously reported 818 CONNECTICUT AVENUE, NW, SUITE 225			
3. Principal Place of Business (if different from line 2) City: WASHINGTON State/Zip (or Country) DC 20006			
4. Contact Name FRANKIE L. TRULL	Telephone (202) 776-0071	E-mail (optional) fltrull@poldir.com	5. Senate
7. Client Name <input type="checkbox"/> Self NESTLE PURINA PETCARE CO.			6. House

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

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 Lo

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13	
<p align="center">12. Lobbying Firms</p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input checked="" type="checkbox"/> ⇔ \$ <u>20,000.00</u> Income (nearest \$20,000)</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 align="center">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"/> ⇔ \$ _____ Expenses (nearest \$20,000)</p> <p>14. REPORTING METHOD. Check box to indicate reporting method. See instructions for description.</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 170(e) Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 170(e) Internal Revenue Code</p>

Signature Frankie L. Trull
 Printed Name and Title FRANKIE L. TRULL, PRESIDENT

00000010874

Registrant Name POLICY DIRECTIONS INC. Client Name NESTLE PURINA PETCARE CO.

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

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

16. Specific lobbying issues

Pet food exports
Pet food labeling
Pet Food ingredients

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

U. S. House of Representatives
U. S. Senate
USDA
FDA

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

Name	Covered Official Position (if applicable)
FRANKIE L. TRULL	
STEVE KOPPERUD	

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

Signature Frankie L. Trull Date August 9,

Printed Name and Title FRANKIE L. TRULL, PRESIDENT

Registrant Name POLICY DIRECTIONS INC. Client Name NESTLE PURINA PETCARE CO.

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

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

16. Specific lobbying issues

Animal health
Biotech
Pet food issues

17. House(s) of Congress and Federal agencies contacted

Check if None

U. S. House of Representatives
U. S. Senate
USDA
FDA

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

Name	Covered Official Position (if applicable)
FRANKIE L. TRULL	
STEVE KOPPERUD	

19. Interest of each foreign entity in the specific issues listed on line 16 above

Check if None

Signature Frankie L. Trull Date August 17

Printed Name and Title FRANKIE L. TRULL, PRESIDENT

Registrant Name POLICY DIRECTIONS INC. Client Name NESTLE PURINA PETCARE CO.

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

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

16. Specific lobbying issues

WTO
Codex Alimentarius
FTA negotiations

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

U. S. House of Representatives
U. S. Senate
USDA
FDA

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

Name	Covered Official Position (if applicable)
FRANKIE L. TRULL	
STEVE KOPPERUD	

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

Signature Frankie L. Trull Date August 9

Printed Name and Title FRANKIE L. TRULL, PRESIDENT

Registrant Name POLICY DIRECTIONS INC. Client Name NESTLE PURINA PETCARE CO.

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

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

16. Specific lobbying issues

FDA regulation of pet food

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

U. S. House of Representatives
U. S. Senate
USDA
FDA

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

Name	Covered Official Position (if applicable)
FRANKIE L. TRULL	
STEVE KOPPERUD	

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

Signature Frankie L. Trull Date August 9,

Printed Name and Title FRANKIE L. TRULL, PRESIDENT

