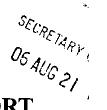
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Clerk of the House of Representatives Legislative Resource Center B-106 Cannon Building Washington, DC 20515 Secretary of the Senate Office of Public Records 232 Hart Building Washington, DC 20510



LOBBYING REPORT

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

1. Registrant name	<u> </u>	
Alliance for American Advertising		
2. Address Check if different than previously reported		
555 12th Street, NW, Suite 710 N		
Washington	DC 20004	USA
3. Principal place of business (if different than line 2)		
***************************************	Zip or Country	<u>.</u>
4a. Contact Name b. Telephone number	c. E-mail	5. Senate ID#
	@davidsondc.com	293415-87
7. Client Name Self General Mills		6. House ID # 37455003
INCOME OR EXPENSES - Complete Either Line 12. Lobbying Firms INCOME relating to lobbying activities for this reporting period was: Less than \$10,000	13. Organ EXPENSES relating to lobbying a were:	
\$10,000 or more	Less than \$10,000	\$
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).	Method B. Reporting amou Internal Revenue	ns for description of options. ints using LDA definitions only ints under section 6033(b)(8) of the
Signature Karen Blitz Digitally signed by Karen Bliz Dit Confident Bliz, cut 5, on DST Aces Unstitlated Place Confident Bliz, cut 5, on DST Aces Unstitlated Place Tools (2010 1) and of confident Blize Dail: Tools (2010 1) and of confident Blize Dail: Tools (2010 1) and of confident Blize		Parameter in the second
Printed Name and Title Karen Blitz, Office Director		
D-2DS (Rev. 4.07Mac)		

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Registrant Name Alliance for American Advertising	Client Name General Mills
	necessary to reflect the general issue areas in which the re reporting period. Using a separate page for each code, s needed.
15. General issue area code ADV - Advertising	(one per page)
16. Specific lobbying issues	
H.R. 4124 CAMRA Act H.R. 4860 Childhood Obesity Reduction Act H.R. 5737 Children's Health Federal Trade Commis S. 799 Prevention of Childhood Obesity Act S. 1074 HELP America Act S. 1324 Childhood Obesity Reduction Act	ssion Authority Restoration Act
17. House(s) of Congress and Federal agencies contact	cted None House Senate Other
18. Name of each individual who acted as a lobbyist i Name James Davidson	n this issue area Covered Official Position (if applicable)
19. Interest of each foreign entity in the specific issue	s listed on line 16 above Check if None
Signature	Date 8/4/2006

Printed Name and Title Karen Blitz, Office Director

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20. Client new address		LY where registration info	ormation has change		
21. Client new principal pla	ce of business (if different th	nan line 20)			
City	***************************************	ate/Zip			
22. New general description	of client's business or activi	ities		1*****	
LOBBYIST UPDATE 23. Name of each previou	sly reported individual wh	no is no longer expected to ac	et as a lobbyist for the cl	ient	
ISSUE UPDATE					
24. General lobbying issue	es that no longer pertain				
AFFILIATED ORGAN					
25. Add the following affil Name	nated organization(s)	Address		Principal place of Business (city and state or country)	
				•••••••••••••••	
26. Name of each previous	l sly reported organization th	hat is no longer affiliated witl	h the registrant or client		
20. Frame of each previous					
FOREIGN ENTITIES	ign entities				
FOREIGN ENTITIES	ign entities Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	percent	
FOREIGN ENTITIES 27. Add the following fore		· · · · · · · · · · · · · · · · · · ·		percent	
FOREIGN ENTITIES 27. Add the following fore Name	Address	· · · · · · · · · · · · · · · · · · ·	for lobbying activities	Owners percent client	
FOREIGN ENTITIES 27. Add the following fore Name 28. Name of each previously	Address	(city and state or country)	for lobbying activities	percent client	

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