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 Washington, DC 20515

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 Office of Public Records
 232 Hart Building
 Washington, DC 20510

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05 AUG 17

LOBBYING REPORT

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

1. Registrant Name <u>Sonny Callahan's Associates, LLC</u>			
2. Address <input type="checkbox"/> Check if different than previously reported <u>P.O. Box 9699</u>			
3. Principal Place of Business (if different from line 2) City: <u>Mobile</u> State/Zip (or Country) <u>AL 36691</u>			
4. Contact Name <u>Sonny Callahan</u>		Telephone	5. Senate ID #
7. Client Name <input type="checkbox"/> Self <u>Matrix Fitness Systems</u>		E-mail (optional)	6. House ID #

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 Dec. 2004

11. No Lobbying Act

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms	13. Organizations
INCOME relating to lobbying activities for this reporting period was:	EXPENSES relating to lobbying activities for this reporting period were:
Less than \$10,000 <input checked="" type="checkbox"/>	Less than \$10,000 <input checked="" type="checkbox"/>
\$10,000 or more <input type="checkbox"/> ⇨ \$ _____ Income (nearest \$20,000)	\$10,000 or more <input type="checkbox"/> ⇨ \$ _____ Expenses (nearest \$20,000)
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).	14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of options.
	<input checked="" type="checkbox"/> Method A. Reporting amounts using LDA definitions of lobbying
	<input type="checkbox"/> Method B. Reporting amounts under section 6033(b)(8) Internal Revenue Code
	<input type="checkbox"/> Method C. Reporting amounts under section 162(e) of Internal Revenue Code

Signature H. Callahan
 Printed Name and Title H. L. (Sonny) Callahan

0000401826

Registrant Name Sonny Callahan Client Name MATRIX FITNESS

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

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

16. Specific lobbying issues Hoping to interest The Departm of Defense in its fitness machines

17. House(s) of Congress and Federal agencies contacted Check if None
U.S. Senate
U.S. Department of Defense

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

Name	Covered Official Position (if applicable)
<u>H.L. (Sonny) Callahan</u>	
<u>Mike Sharp</u>	

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

Signature [Signature] Date 8.12.05

Printed Name and Title H.L. (Sonny) Callahan

0000401827

Registrant Name Sonny Callahan Client Name Matrix Fitness

Information Update Page - Complete ONLY where registration information has changed.

20. Client new address

21. Client new principal place of business (if different from line 20)

City

State/Zip (or Country)

22. New general description of client's business or activities

LOBBYIST UPDATE

23. Name of each previously reported individual who is no longer expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues previously reported that no longer pertain

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

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

26. Name of each previously reported organization that is no longer affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

Name	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Owns per cent client

28. Name of each previously reported foreign entity that no longer owns, or controls, or is affiliated with the registrant, client or affiliated organization

Signature *Sonny Callahan* Date 8-12-05

Printed Name and Title H.L. (Sonny) Callahan

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