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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  Ms. Karen Blitz		b. Telephone number  202-638-1101	c. E-mail  kgb@davidsondc.com
			5. Senate ID #  293415-87
7. Client Name <input type="checkbox"/> Self  General Mills		6. House ID #  37455003	

**TYPE OF REPORT** 8. Year 2005 Midyear (January 1-June 30)  OR Year End (July 1-December 3)

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 Activi

## INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

<p align="center"><b>12. Lobbying Firms</b></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 align="center"><b>13. Organizations</b></p> <p>EXPENSES relating to lobbying activities for this reporting were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____</p> <p><b>14. REPORTING METHOD.</b> Check box to indicate expense accounting method. See instructions for description of option</p> <p><input type="checkbox"/> <b>Method A.</b> Reporting amounts using LDA definitions only</p> <p><input type="checkbox"/> <b>Method B.</b> Reporting amounts under section 6033(b)(8) of Internal Revenue Code</p> <p><input type="checkbox"/> <b>Method C.</b> Reporting amounts under section 162(e) of the Revenue Code</p>
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 Senate Password      File with !

Signature Karen Blitz    Digitally signed by Karen Blitz    Date 1/25/2006

Printed Name and Title Karen Blitz, Director  
 Filing #fcbb16fc-5674-43b4-a3ea-c96663b919a1 - Page 1 of 4

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