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THE HEARST CORPORATION

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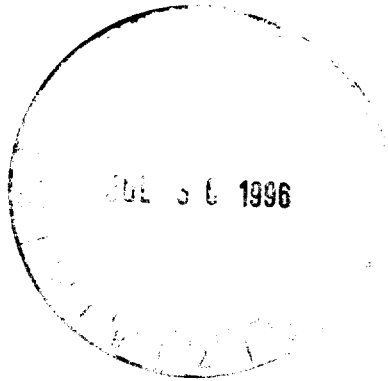
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July 25, 1996

Top Hat Plan Exemption
Pension and Welfare Benefits Administration
Room N-5638
United States Department of Labor
200 Constitution Avenue, N.W.
Washington, D.C. 20210

Re: **"Top Hat" Registration Under Section 2520.104-23
of the Regulations of the Department of Labor**

Dear Sir or Madam:

On behalf of The Hearst Corporation, 959 Eighth Avenue, New York, New York 10019, employer identification number 13-0433120 (the "Company"), enclosed herewith please find a "Top Hat" Registration Statement pursuant to Department of Labor Regulation Section 2520.104-23 regarding two deferred compensation arrangements for the purpose of providing deferred compensation for a select group of management or highly compensated employees.

Please acknowledge receipt of this letter and enclosure by date-stamping the enclosed duplicate copy of same "Received" and returning it to me in the self-addressed, post-paid envelope provided herewith for your convenience.

Very truly yours,

A handwritten signature in black ink, appearing to read "Peter N. Fleischman". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Peter N. Fleischman

br/PNF
Enclosure

THE HEARST CORPORATION

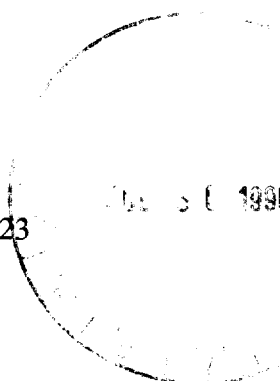
Registration Statement Under
Department of Labor Regulation Section 2520.104-23

959 Eighth Avenue
New York, New York 10019

EIN 13-0433120

This is to inform you that The Hearst Corporation (the "Company") maintains two arrangements (the "Arrangements") for the purpose of providing deferred compensation for a select group of management or highly compensated employees, under which benefits are paid solely from the general assets of the Company. Each of the Arrangements covers one employee of the Company.

Dated: July 25, 1996


Victor F. Ganzi

Victor F. Ganzi
Senior Vice President and
Chief Financial and Legal Officer