



AAAA Benefits, Inc., is the Insurance/Employee Benefits Subsidiary of the American Association of Advertising Agencies

March 10, 1997

VIA CERTIFIED MAIL

Top Hat Plan Exemption  
 Pension and Welfare Benefits Administration  
 Room N-5644  
 U.S. Department of Labor  
 200 Constitution Avenue, NW.  
 Washington, D.C. 20210

Dear Sir or Madam:

In compliance with the requirements of the alternative method of reporting and disclosure under Part 1 of Title I of the Employee Retirement Income Security Act of 1974 (the "Act") for unfunded or insured pension plans for a select group of management or highly compensated employees, specified in Department of Labor regulations 29 C.F.R. § 2520.104-23, the following information is provided by the undersigned employer:

Name and Address of Employer:

**American Association of Advertising Agencies  
 405 Lexington Avenue  
 New York, NY 10174-1801**

Employer Identification Number:

**13-1621786**

**Plan effective April 1, 1996**

**American Association of Advertising Agencies** maintains the following plan (or plans) primarily for the purpose of providing deferred compensation for a select group of management or highly compensated employees:

Number of Plans and

Participants in Each Plan: 1 Plan covering 1 employees

In accordance with Section 104 (a) (1) of the Act, copies of the plan documents will be provided to the Department of Labor upon request.

Very truly yours,

A handwritten signature in black ink, appearing to read "Wendy E. Jones".

Wendy E. Jones  
 Senior Vice President

WEJ/rp