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MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

STREET ADDRESS:
1300 I Street, Room 1130
Sacramento, CA 95814
Telephone: (916) 323-5079

WEBSITE ADDRESS:
http://caag.state.ca.us/charities/

# COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

## 2000 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1 (Recently enacted).

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.

OFFICE OF THE ATTORNEY GENERAL · CALIFORNIA DEPARTMENT OF JUSTICE · liberty and justice under law

Name and Address of Commercial Fundraiser:
CF Number 4316
MSGI Direct, Inc.
Name of Commercial Fundraiser
1728 Abbot Kinney Blvd.
Address of Commercial Fundraiser
Venice CA 90291-4837
City, State, and ZIP Code of Commercial Fundraiser

Name and Address of Charitable Organization or Charitable Purposes:
CT No. 33183 F.E.I.N. No. 52-1193387
WORLD WILDLIFE FUND, INC.
Name of Charity
1250 Twenty-Fourth Street, NW
Address of Charity
Washington DC 20037
City, State, and ZIP Code of Charity

Telemarketing held (on) (from) 1/1/2002, 200__, to 1/31/2002, 200__
(Type of Activity) (Date or dates must be shown)

1. REVENUE *NO TELEFUNDRAISING ACTIVITY WAS CONDUCTED DURING THIS PERIOD.

| | | |
|---|---|---|
| A. Cash contributions | | A. |
| B. Entertainment sales or admission charges | | B. |
| C. Sales from products | | C. |
| D. Advertisement sales | | D. |
| E. Membership fees | | E. |
| F. Other sources: (Specify) | | |
| a. | | Fa. |
| b. | | Fb. |
| c. | | Fc. |
| d. | | Fd. |
| G. TOTAL REVENUE | | $0.00 G. |

2. EXPENSES

| | | |
|---|---|---|
| A. Fees or commissions | | A. |
| B. Salaries | | B. |
| C. Payroll taxes | | C. |
| D. Employee benefits | | D. |
| E. Cost of merchandise for resale | | E. |
| F. Cost of entertainment | | F. |
| G. Postage | | G. |
| H. Advertising | | H. |
| I. Telephone | | I. |
| J. Rental of equipment | | J. |
| K. Facilities charge | | K. |
| L. Permits | | L. |
| M. Other expenses: (Specify) | | |
| a. | | Ma. |
| b. | | Mb. |
| c. | | Mc. |
| d. | | Md. |
| N. TOTAL EXPENSES | | $0.00 N. |

3. Distribution or net to charitable organization or charitable purposes $0.00 3.

4. (a) Is any officer, director, partner or owner of the Commercial Fundraiser in any way affiliated with or control, directly or indirectly, the charitable organization for which the Commercial Fundraiser has contracted to solicit?
[ ] Yes [x] No If "yes," complete the following:

| Name of officer, director, partner or owner of Commercial Fundraiser | Name and address of charitable organization | Relationship of officer, etc. To charitable organization |
|---|---|---|
| | | |
| | | |
| | | |

(b) For each affiliation identified in 4(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of m[illegible] and complete.

Paul S. Papich Sr. VP 2/27/02
Signa[illegible] Printed Name Title Date

This [illegible] itable organization for verifying the distribution.

Patricia M Froehle Controller 03/12/02
Signa[illegible] Printed Name Title Date

NANCY J. DUNN CHIEF FINANCIAL OFFICER
Signature of authorized officer/director (Charity) Printed Name Title Date 3/18/02

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