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This filing relates to three expenditures reported by PURE PAC on its 2013 year-end report. These expenditures, paid to the Sterling Corporation, were: \$12,264.22 on September 25, 2013; \$8,160.00 on October 10, 2013; and \$8037.50 on November 18, 2013. These expenditures were previously characterized by PURE PAC as being for ?production? or ?media placement?.

The expenditures in question should have been reported as being made to the Sterling Corporation for the purpose of ?general consulting? and thus were not made for the purpose of any public communication and were not subject to the 48-hour reporting requirement.

It should be noted that PURE PAC did report all public communications in 2013 within the required 48-hour period. In this regard, PURE PAC reported \$65,000.00 on September 19, 2013; \$38,378.00 on October 15, 2013, and \$19,099.00 on November 19, 2013. Significantly, the public was fully advised of the three television advertisements sponsored by PURE PAC as a result of PURE PAC?s 48-hour reports. The public was informed that PURE PAC paid for the advertisements that appeared on television and how much PURE PAC spent on the advertisements in the 48-hour reports filed with the FEC by PURE PAC in 2013. Stated differently, PURE PAC made no public communication that was not reported within the required 48-hour period in 2013.
