24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on : 10/19/2004
DNC SERVICES CORPORATION/DEMOCRATIC NATIONAL COMMITTEE

10/19/2004 18 : 23

430 S. CAPITOL STREET S.E.

WASHINGTON DC 20003

FEC ID No. C00010603

X 24-Hour Notice 48-Hour Notice

SCHEDULE E (FEC Form 3X)
ITEMIZED INDEPENDENT EXPENDITURES

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FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full)
DNC SERVICES CORPORATION/DEMOCRATIC NATIONAL COMMITTEE

FEC IDENTIFICATION NUMBER
C C00010603

Check if X 24-hour notice 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee
BrandSphere

Date
10 18 2004

Mailing Address
895 Broadway
5th Floor

Amount
200000.00

City: New York State: NY Zip Code: 10003

Purpose of Expenditure: Television Advertising

Category/Type

Office Sought: House State: ____ Senate District: 03 X Presidential

Name of Federal Candidate supported or Opposed by expenditure:
GEORGE W BUSH

Check One: Support X Oppose

Disbursement For: Primary X General 2004
Other (specify) : ____

Calendar Year-To-Date Per Election for Office Sought: 50760694.03

Transaction ID: SE24.4496

Full Name (Last, First, Middle, Initial) of Payee
BrandSphere

Date
10 20 2004

Mailing Address
895 Broadway
5th Floor

Amount
142282.40

City: New York State: NY Zip Code: 10003

Purpose of Expenditure: Television Advertising

Category/Type

Office Sought: House State: ____ Senate District: 03 X Presidential

Name of Federal Candidate supported or Opposed by expenditure:
GEORGE W BUSH

Check One: Support X Oppose

Disbursement For: Primary X General 2004
Other (specify) : ____

Calendar Year-To-Date Per Election for Office Sought: 59186898.16

Transaction ID: SE24.4497

(a) SUBTOTAL of Itemized Independent Expenditures	**342282.40**
(b) SUBTOTAL of Unitemized Independent Expenditures	**0.00**
(c) TOTAL Independent Expenditures	

Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or (if the reporting entity is not a political party committee) any political party committee or its agent.

Bradley Marshall
Signature

10 19 2004

24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :

FEC ID No.

24-Hour Notice 48-Hour Notice

SCHEDULE E (FEC Form 3X)
ITEMIZED INDEPENDENT EXPENDITURES

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NAME OF COMMITTEE (In Full)
DNC SERVICES CORPORATION/DEMOCRATIC NATIONAL COMMITTEE

FEC IDENTIFICATION NUMBER
C C00010603

Check if X 24-hour notice 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee
E & T Group

Date
10 19 2004

Mailing Address
725 E. Capitol Street, SE

Amount
17223.72

City: Washington
State: DC
Zip Code: 20003

Office Sought: House State: DC
Senate District: DC
X Presidential

Purpose of Expenditure: Postage
Category/Type

Name of Federal Candidate supported or Opposed by expenditure:
JOHN F KERRY

Check One: X Support Oppose

Disbursement For: Primary X General 2004
Other (specify) : _____

Calendar Year-To-Date Per Election for Office Sought: 29842315.32

Transaction ID: SE24.4499

Full Name (Last, First, Middle, Initial) of Payee
LSG Voter Contact Services

Date
10 19 2004

Mailing Address
2120 L Street, NW

Amount
4925.47

City: Washington
State: DC
Zip Code: 20037

Office Sought: House State: DC
Senate District: DC
X Presidential

Purpose of Expenditure: Phone Calls
Category/Type

Name of Federal Candidate supported or Opposed by expenditure:
JOHN F KERRY

Check One: X Support Oppose

Disbursement For: Primary X General 2004
Other (specify) : _____

Calendar Year-To-Date Per Election for Office Sought: 29825091.60

Transaction ID: SE24.4495

(a) SUBTOTAL of Itemized Independent Expenditures	**22149.19**
(b) SUBTOTAL of Unitemized Independent Expenditures	**0.00**
(c) TOTAL Independent Expenditures	

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Bradley Marshall
Signature

10 19 2004

FEC 24hrs_48 E (Form 24) (Rev 06/2005)

24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :

FEC ID No. 24-Hour Notice 48-Hour Notice

SCHEDULE E (FEC Form 3X)
ITEMIZED INDEPENDENT EXPENDITURES

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NAME OF COMMITTEE (In Full)
DNC SERVICES CORPORATION/DEMOCRATIC NATIONAL COMMITTEE

FEC IDENTIFICATION NUMBER
C C00010603

Check if X 24-hour notice 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee
Murphy Putnam Shorr & Partners

Date
10 19 2004

Mailing Address
1831 Chestnut
6th Floor

Amount
35590.00

City: Philadelphia
State: PA
Zip Code: 19103

Office Sought: House State: _____
Senate District: 03
X Presidential

Purpose of Expenditure
Television Advertising Production

Category/Type

Name of Federal Candidate supported or Opposed by expenditure:
GEORGE W BUSH

Check One: Support X Oppose

Disbursement For: Primary X General 2004
Other (specify) : _____

Calendar Year-To-Date Per Election for Office Sought 59044615.76

Transaction ID: SE24.4498

(a) SUBTOTAL of Itemized Independent Expenditures	**35590.00**
(b) SUBTOTAL of Unitemized Independent Expenditures	**0.00**
(c) TOTAL Independent Expenditures	**400021.59**

Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or (if the reporting entity is not a political party committee) any political party committee or its agent.

Bradley Marshall
Signature

10 19 2004

FEC Schedule E (Form 24) (Revised 10/2005)