

FEC FORM 1

STATEMENT OF ORGANIZATION

RECEIVED 2012 MAY 17 PM 3:18 Office Use Only

FEC MAIL CENTER 12FE4M5

1. NAME OF COMMITTEE (in full) (Check if name is changed) Example: If typing, type over the lines.

The Nielsen Company (US), LLC Federal Political Action Committee (Nielsen PAC)

ADDRESS (number and street) 40 Danbury Road

(Check if address is changed) Wilton CT 06897 CITY STATE ZIP CODE

COMMITTEE'S E-MAIL ADDRESS (Please provide only one e-mail address)

(Check if address is changed) Harris.black@nielsen.com

COMMITTEE'S WEB PAGE ADDRESS (URL)

(Check if address is changed)

2. DATE 05 / 17 / 2012

3. FEC IDENTIFICATION NUMBER C

4. IS THIS STATEMENT [X] NEW (N) OR [] AMENDED (A)

I certify that I have examined this Statement and to the best of my knowledge and belief it is true, correct and complete.

Type or Print Name of Treasurer William Bradley

Signature of Treasurer [Handwritten Signature] Date 05 / 17 / 2012

NOTE: Submission of false, erroneous, or incomplete information may subject the person signing this Statement to the penalties of 2 U.S.C. §437g. ANY CHANGE IN INFORMATION SHOULD BE REPORTED WITHIN 10 DAYS.

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