

FORM L1-A
Reporting For Calendar Year 2010

ANNUAL REPORT
OF
GOVERNMENTAL AFFAIRS AGENT



ELEC RECEIVED
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NEW JERSEY ELECTION LAW ENFORCEMENT COMMISSION
P.O. Box 185, Trenton, NJ 08625-0185
(609) 292-8700 or Toll Free Within NJ 1-888-313-ELEC (3532)
Website: www.elec.state.nj.us

Amendment

Name of Governmental Affairs Agent or Governmental Affairs Agent Firm:

Princeton Public Affairs Group, Inc.

Business The Princeton House

Address 160 West State Street

City Trenton

State NJ

Zip Code 08608-1102

*(Area Code) Telephone Number 609.396.8838

1. Provide the following information regarding the Governmental Affairs Agent(s) on whose behalf this report is filed.

1. Name Brad Brewster

Registration Number 365-1

Occupation or Business Governmental Affairs Agent

Business Address 160 West State Street

City Trenton

State NJ

Zip Code 08608-1102

*(Area Code) Telephone Number 609.396.8838

2. Name Dale J. Florio

Registration Number 365-2

Occupation or Business Governmental Affairs Agent

Business Address 160 West State Street

City Trenton

State NJ

Zip Code 08608-1102

*(Area Code) Telephone Number 609.396.8838

3. Name John F. Russo

Registration Number 365-4

Occupation or Business Governmental Affairs Agent

Business Address 160 West State Street

City Trenton

State NJ

Zip Code 08608-1102

*(Area Code) Telephone Number 609.396.8838

4. Name David A. Smith

Registration Number 365-8

Occupation or Business Governmental Affairs Agent

Business Address 160 West State Street

City Trenton

State NJ

Zip Code 08608-1102

*(Area Code) Telephone Number 609.396.8838

2. REPRESENTED ENTITIES DESIGNATING THIS REPORT TO INCLUDE ALL THEIR ACTIVITY

Provide the following information concerning those Represented Entities who have designated this report to include their activity.

Note: For each Represented Entity, Form L-2 must be filed.

1. Name of Represented Entity Yum!Brands, Inc.

Business Address PO Box 32220

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City Louisville State KY Zip Code 40232-2220

Type of Business Developer Services

2. Name of Represented Entity Atrium Health Group

Business Address 1120 Alps Road

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City Wayne State NJ Zip Code 07470

Type of Business Health Services

3. Name of Represented Entity NBC Universal

Business Address 30 Rockefeller Plaza

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City New York State NY Zip Code 10112

Type of Business Media and Entertainment

4. Name of Represented Entity Navillus Energy Services (NES), LLC

Business Address 247 West 30th Street
Eleventh Floor

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City New York State NY Zip Code 10021

Type of Business Cost Effective Energy Reduction Solutions

5. Name of Represented Entity _____

Business Address _____

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City _____ State _____ Zip Code _____

Type of Business _____

CERTIFICATION

This certification shall be signed by either the Governmental Affairs Agent filing this Annual Report on his/her own behalf, or by the Managing or Principal Partner or Chief Executive Officer of the Governmental Affairs Agent Firm.

I, Dale J. Florio

(print name)

hereby certify that I am duly authorized by

Princeton Public Affairs Group, Inc.

(print name of firm)

to file and certify the accuracy and correctness of this Annual Report of Lobbying Activity for calendar year 2010.
I certify that the statements made herein are true and accurate. I am aware that if any of the foregoing statements are willfully false, I may be subject to punishment.



Signature

February 24, 2011

Date