



DESIGNATION OF GOVERNMENTAL AFFAIRS AGENT

FORM L-2 Reporting For Calendar Year 2009

ELEC RECEIVED FEB 16 2010

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

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Amendment []

Name of Represented Entity Balloon Council (The)

Business Address c/o 160 West State Street

City Trenton State NJ Zip Code 08608-1102

*(Area Code) Telephone Number 1.800.233.8887

The above named Represented Entity hereby designates the following Governmental Affairs Agent, or Governmental Affairs Agent Firm, employed or otherwise engaged by the Represented Entity, to file on its behalf the Annual Report of Lobbying Activity covering calendar year 2009 with the Election Law Enforcement Commission.

Name of Governmental Affairs Agent or Governmental Affairs Agent Firm Princeton Public Affairs Group, Inc.

Business Address The Princeton House - 160 West State Street

City Trenton State NJ Zip Code 08608-1102

This designation further represents a statement by the Represented Entity that the only reportable expenditures made by the Represented Entity were to the Governmental Affairs Agent or Governmental Affairs Agent Firm herein designated.

It is understood that any violation of the Act, N.J.S.A. 52:13C-18 et seq. or the regulations promulgated thereunder, shall subject both the Represented Entity and designated Governmental Affairs Agent or Governmental Affairs Agent Firm to the penalties provided by law.

Acknowledged:

Princeton Public Affairs Group, Inc. Name of Governmental Affairs Agent or Governmental Affairs Agent Firm

Balloon Council (The) Print Full Name of Represented Entity

By: Dale J. Florio Print Full Name Signature

By: Daniel Flynn Print Full Name/Title Signature

February 15, 2010 Date

1-5-10 Date