



DESIGNATION OF GOVERNMENTAL AFFAIRS AGENT

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

FORM L-2 Reporting For Calendar Year 2009

ELEC RECEIVED JAN 29 2010

FOR STATE USE ONLY

Amendment [ ]

Name of Represented Entity: Entertainment Software Association
Business Address: 575 7th Street NW, Suite 300
City, State, Zip: Washington, DC 20004
\*(Area Code) Telephone Number: 202-223-2400

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 Government Affairs Agent Or Governmental Affairs Agent Firm: Public Strategies Impact, L.L.C.
Business Address: 414 River View Plaza Trenton, NJ 08611-3420

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:

Public Strategies Impact, L.L.C.
Name of Governmental Affairs Agent or Governmental Affairs Agent Firm

Entertainment Software Association
Print full name of Represented Entity

By: Roger A. Bodman, Managing Partner
Print Full Name

By: Sally Jefferson, Vice President, State Government Affairs
Print Full Name/Title

[Signature]
Signature

[Signature]
Signature

January 15, 2010
Date

1/22/10
Date