



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 2010

ELEC RECEIVED

FEB 15 2011

FOR STATE USE ONLY

Amendment ☐

Name of Represented Entity NBC Universal, Inc.

Business Address 30 Rockefeller Plaza

City New York State NY Zip Code 10112

*(Area Code) Telephone Number 212.664.3054

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 2010 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

By: Dale J. Florio

Print Full Name

Dale J. Florio
Signature

February 11, 2011

Date

NBC Universal, Inc.
Print Full Name of Represented Entity

By: Brian O'Leary
Print Full Name/Title

Brian O'Leary, Director
Signature

1/13/11
Date