**Major Donor and Independent Expenditure Committee Campaign Statement**

(Government Code sections 84200-84216.5)

**Statement covers period**

<table>
<thead>
<tr>
<th>from</th>
<th>10/01/2010</th>
</tr>
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<td>through</td>
<td>12/31/2010</td>
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</table>

**Date of election if applicable:**

| Month, Day, Year | 03/08/2011 |

---

**1. Name and Address of Filer**

**NAME OF FILER**

(Include name(s) of all affiliated entities whose contributions are included in this statement.)

Sunset Strip, Inc.

**RESIDENTIAL OR MAILING ADDRESS**

(NO. AND STREET)

7119 W. Sunset Blvd., Suite 555

**CITY**

Los Angeles, CA

**STATE**

CA

**ZIP CODE**

90046

**RESPONSIBLE OFFICER**

(If filer is other than an individual)

Mike McNeill

**AREA CODE/DATA/TIME PHONE**

310-458-1405

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**2. Nature and Interests of Filer**


**NAME OF EMPLOYER/BUSINESS**

**BUSINESS INTERESTS**

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- [X] A FILER THAT IS A BUSINESS ENTITY MUST DESCRIBE THE BUSINESS ACTIVITY IN WHICH IT IS ENGAGED

Marketing and Advertising

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- [ ] A FILER THAT IS AN ASSOCIATION MUST PROVIDE A SPECIFIC DESCRIPTION OF ITS INTERESTS

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- [ ] A FILER THAT IS NOT AN INDIVIDUAL, BUSINESS ENTITY, OR ASSOCIATION MUST DESCRIBE THE COMMON ECONOMIC INTEREST OF THE GROUP OR ENTITY

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**Amendment (Explain):**

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**3. Summary**

(Amounts may be rounded to whole dollars.)

1. Expenditures and contributions (including loans) of $100 or more made this period. (Part 5.) ......................................................... $ 37,995.00

2. Unitemized expenditures and contributions (including loans) under $100 made this period. ......................................................... $ 0.00

3. Total expenditures and contributions made this period. (Add Lines 1 + 2.) ......................................................... SUBTOTAL $ 37,995.00

4. Total expenditures and contributions made from prior statement. (Enter amount from Line 5 of last statement filed. If this is the first statement for the calendar year, enter zero.) ......................................................... $ 79,627.10

5. Total expenditures and contributions (including loans) made since January 1 of the current calendar year. (Add Lines 3 + 4.) ......................................................... TOTAL $ 117,627.10

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**4. Verification**

I have used all reasonable diligence in preparing this statement. I have reviewed the statement and to the best of my knowledge the information contained herein is true and complete. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed on 12/11

[Signature]

[Printed Name]

[Title]

FPPC Form 461

FPPC Toll-Free Helpline: 888/ASK-FPPC

866/275-3772
### Contributions (Including Loans, Forgiveness of Loans, and Loan Guarantees) and Expenditures Made

(If more space is needed, use additional copies of this page for continuation sheets.)

<table>
<thead>
<tr>
<th>DATE</th>
<th>NAME, STREET ADDRESS, CITY, STATE AND ZIP CODE OF PAYEE (IF COMMITTEE, ALSO ENTER ID. NUMBER)</th>
<th>TYPE OF PAYMENT</th>
<th>DESCRIPTION OF PAYMENT (IF OTHER THAN MONETARY CONTRIBUTION OR LOAN)</th>
<th>CANDIDATE AND OFFICE, MEASURE AND JURISDICTION, OR COMMITTEE</th>
<th>AMOUNT THIS PERIOD</th>
<th>CUMULATIVE AMOUNT RELATED TO THIS CANDIDATE, MEASURE, OR COMMITTEE</th>
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</table>
| 10/01/2010 | Bell McAndrews & Hiltachk  
1321 7th Street, Suite 205  
Santa Monica, CA 90401 | Monetary Contribution  
Non-Monetary Contribution  
Independent Expenditure | PRO  
Billboard Tax Initiative  
- Measure A  
City of West Hollywood | ☑ Support ☐ Oppose | 10,000.00 | 117,627.10 |
| 10/01/2010 | PR Newswire  
865 S. Figueroa St., Ste. 2500  
Los Angeles, CA 90017 | Monetary Contribution  
Non-Monetary Contribution  
Independent Expenditure | OPC  
Billboard Tax Initiative  
- Measure A  
City of West Hollywood | ☑ Support ☐ Oppose | 495.00 | 117,627.10 |
| 11/19/2010 | Bell McAndrews & Hiltachk  
1321 7th Street, Suite 205  
Santa Monica, CA 90401 | Monetary Contribution  
Non-Monetary Contribution  
Independent Expenditure | PRO  
Billboard Tax Initiative  
- Measure A  
City of West Hollywood | ☑ Support ☐ Oppose | 10,000.00 | 117,627.10 |
| 11/19/2010 | Case Knowlson & Jordan LLP  
2029 Century Park East Suite 2500  
Los Angeles, CA 90067 | Monetary Contribution  
Non-Monetary Contribution  
Independent Expenditure | PRO  
Billboard Tax Initiative  
- Measure A  
City of West Hollywood | ☑ Support ☐ Oppose | 5,000.00 | 117,627.10 |

**SUBTOTAL $**  
25,495.00
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SUBTOTAL $ 12,500.00