**Late Independent Expenditure Report**

- **NAME OF FILER**: Sunset Strip, Inc.
- **STREET ADDRESS**: 715 N. Sunset Blvd., Suite 555
- **CITY**: West Hollywood, CA 90046

1. **List Only One Candidate or Ballot Measure**
   - **NAME OF BALLOT MEASURE SUPPORTED OR OPPOSED**: Billboard Tax Initiative - Measure A
   - **BALLOT NO. LETTER**: A
   - **JURISDICTION**: City of West Hollywood
   - **SUPPORT**: X
   - **OPPOSE**: 

2. **Independent Expenditures Made**

<table>
<thead>
<tr>
<th>DATE</th>
<th>DESCRIPTION OF EXPENDITURE</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/27/2011</td>
<td>Voter Contact 2/27-3/7/11; door hangers; ad</td>
<td>18,175.00</td>
</tr>
</tbody>
</table>

**Reason for Amendment:**

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**LATE INDEPENDENT EXPENDITURE REPORT**

**CALIFORNIA FORM** 496

For Official Use Only

**DATE OF THIS FILING**: 02/28/2011

**REPORT NO.**: 4

**AMOUNTS MAY BE ROUNDED TO WHOLE DOLLARS.**

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(FPPC) 310 260-2696

FFPC Form 496 (November/07)

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866/275-3772