

# 2004 FOR PROFIT CORPORATION ANNUAL REPORT

**FILED**  
**Feb 02, 2004 8:00 am**  
**Secretary of State**

02-02-2004 90007 011 \*\*\*150.00

**DOCUMENT # 821728**

1. Entity Name  
**A.C. NIELSEN COMPANY**



Principal Place of Business  
**150 NORTH MARTINGALE ROAD  
SCHAUMBURG, IL 60173-2076 US**

Mailing Address  
**150 NORTH MARTINGALE ROAD  
ATTN: M.A. DRESDOW  
SCHAUMBURG, IL 60173-2076 US**



01122004 No Chg-P CR2E034 (10/03)

**DO NOT WRITE IN THIS SPACE**

4. FEI Number  
**36-1549320**

Applied For  
Not Applicable

5. Certificate of Status Desired ☐ **\$8.75 Additional Fee Required**

**6. Name and Address of Current Registered Agent**

**CT CORPORATION SYSTEM  
1200 S. PINE ISLAND ROAD  
PLANTATION, FL 33324**

**DO NOT WRITE  
IN THIS SPACE**

8. The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida. I am familiar with, and accept the obligations of registered agent.

SIGNATURE

Signature, typed or printed name of registered agent and title if applicable.

(NOTE: Registered Agent signature required when reinstating)

DATE

**FILE NOW!!! FEE IS \$150.00  
After May 1, 2004 Fee will be \$550.00**

9. Election Campaign Financing **\$5.00 May Be**  
Trust Fund Contribution. ☐ Added to Fees

**10. OFFICERS AND DIRECTORS**

TITLE  
NAME  
STREET ADDRESS  
CITY-ST-ZIP  
**DVAS  
RIEHL, EDWARD J  
150 N. MARTINGALE ROAD  
SCHAUMBURG, IL 60173**

TITLE  
NAME  
STREET ADDRESS  
CITY-ST-ZIP  
**DVGC  
DOPPELT, EARL H.  
770 BROADWAY  
NEW YORK, NY 10003**

TITLE  
NAME  
STREET ADDRESS  
CITY-ST-ZIP  
**SVCF  
FAVA, CARLO  
150 N. MARTINGALE RD.  
SCHAUMBURG, IL 60173**

TITLE  
NAME  
STREET ADDRESS  
CITY-ST-ZIP  
**S  
DRESDOW, MARY A.  
150 N MARTINGALE RD  
SCHAUMBURG, IL**

TITLE  
NAME  
STREET ADDRESS  
CITY-ST-ZIP  
**VPT  
GERSKY, PETER K  
770 BROADWAY  
NEW YORK, NY 10003**

TITLE  
NAME  
STREET ADDRESS  
CITY-ST-ZIP  
**CEPD  
CONNORS, MICHAEL P  
770 BROADWAY  
NEW YORK, NY 10003**

**DO NOT WRITE  
IN THIS SPACE**

12. I hereby certify that the information supplied with this filing does not qualify for the exemption stated in Section 119.07(3)(i), Florida Statutes. I further certify that the information indicated on this report or supplemental report is true and accurate and that my signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears in Block 10 or Block 11 if changed, or on an attachment with an address, with all other like empowered.

**SIGNATURE: Mary A. Dresdow, Secretary** 1/26/2004 847-605-5093

SIGNATURE AND TYPED OR PRINTED NAME OF SIGNING OFFICER OR DIRECTOR

Date

Daytime Phone #

A. C. NIELSEN COMPANY

ADDITIONAL OFFICERS

| <u>NAME</u>            | <u>POSITION</u>                        | <u>ADDRESS</u>                              |
|------------------------|----------------------------------------|---------------------------------------------|
| R. Ford Dallmeyer      | Vice President and Assistant Secretary | 150 N. Martingale Rd., Schaumburg, IL 60173 |
| Michael E. Elias       | Vice President and Assistant Secretary | 770 Broadway, New York, NY 10003            |
| James A. Ross          | Vice President and Assistant Secretary | 770 Broadway, New York, NY 10003            |
| Frederick A. Steinmann | Vice President                         | 770 Broadway, New York, NY 10003            |