

**CESSATION OF PRINCIPAL'S LOBBYING ACTIVITIES
2004**

Name of Principal (as currently registered with the City Clerk's Office):

Payday Loan Store of Wisconsin, Inc., d/b/a Madison's Cash Express

File this form if all lobbying activity by or on behalf of the principal identified above has ceased for the remainder of the 2004 calendar year and the principal will not, prior to January 1, 2005, be preparing to influence City legislative or administrative action. An individual authorized to sign documents for submission to the City Clerk's Office must sign the statement appearing below and the principal must enclose its Statement of Lobbying Activities and Expenditures for the current reporting period as well as any Statements not previously submitted for prior periods during which the principal was registered.

Upon receipt of this form and the principal's Statements of Lobbying Activities and Expenditures, the City Clerk will terminate the principal's registration as a lobbying principal and all authorizations of individuals to lobby on the principal's behalf and will remove the organization's name from the City Clerk's registry of principal.

I certify that all lobbying activities by or on behalf of the principal identified above have ceased and that the principal will neither attempt to influence City legislative or administrative action during the remainder of the 2004 calendar year. I further certify that I am authorized by the principal to submit this document to the City Clerk.


Signature

1/7/05
Date

608-255-4440
Phone

BRIAN J. ELLIOTT
Print name

Government Relations Specialist
Title

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