

Lobbying And Time Expenditures

2011-2012 Legislative Session

July-December 2011

Advance America Cash Advance Centers, Inc.

| Description Of Totals And Expenditures | Hours Communicating | Hours Other | Dollars |
|--|---------------------|--------------------|-------------------|
| Contract Lobbyists | 0.00 | 0.00 | \$0.00 |
| Comments: | | | |
| In-House Lobbyists | 5.50 | 30.00 | \$2,485.00 |
| Carol Stewart | 0.00 | 0.00 | \$0.00 |
| Susan Schooff | 5.50 | 30.00 | \$2,485.00 |
| Comments: | | | |
| Non-Lobbyist Employees | 0.00 | 0.00 | \$0.00 |
| Comments: | | | |
| Fringe Benefits¹ | | | \$745.50 |
| Overhead² | | | \$969.15 |
| Payments to Officials³ | | | \$0.00 |
| Travel and Living Expenses | | | |
| a) Lobbyist Employees | | | \$2,485.82 |
| b) Non-Lobbyist Employees | | | \$0.00 |
| All Other Lobbying Expenses | | | \$0.00 |
| Total Lobbying Time And Expenditures: | 5.50 Hours | 30.00 Hours | \$6,685.47 |

| Allocation of Lobbying Effort | Percent |
|---|-------------|
| Legislative Proposals | 40% |
| Assembly Bill 150 | 20 % |
| Senate Bill 99 | 20 % |
| Budget Bill Subjects | 0% |
| Administrative Rulemaking Proceedings | 0% |
| Topics Not Yet Assigned A Bill Or Rule Number | 52% |
| Development, drafting or introduction of a proposal relating to any legislation that seeks to prohibit or limit a consumers access to credit. | 52 % |
| Minor Efforts | 8% |
| All Other Matters | 0% |
| Total Reported Lobbying Effort: | 100% |

Report Certified On: Tuesday, January 31, 2012

1.

Fringe benefits are automatically calculated as 30% of salary. Overhead is automatically calculated as 30% of salary plus fringe. If you wish to manually calculate fringe benefits and overhead, click the Calculate Fringe and Overhead button below:

2.

Fringe benefits are automatically calculated as 30% of salary. Overhead is automatically calculated as 30% of salary plus fringe. If you wish to manually calculate fringe benefits and overhead, click the Calculate Fringe and Overhead button below:

3.

Wis. Stats. 13.68(d): Reimbursement to officials.

Certification and Electronic Signature

I certify I am W. Thomas Newell and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of Advance America Cash Advance Centers, Inc..

I further understand that if I know or believe that the records I submit are not complete or that any part of it is not true, I may be fined \$10,000 or imprisoned for 5 years or both. I understand that Wisconsin Statutes require me to retain until 3 years from the date that the records are filed documents necessary to substantiate these reports.