## Form 5500-SF

Department of the Treasury Internal Revenue Service

Department of Labor Employee Benefits Security Administration Pension Benefit Guaranty Corporation

**Short Form Annual Return/Report of Small Employee Benefit Plan** 

This form is required to be filed under sections 104 and 4065 of the Employee Retirement Income Security Act of 1974 (ERISA), and section 6058(a) of the Internal Revenue Code (the Code).

▶ Complete all entries in accordance with the instructions to the Form 5500-SF.

2010

OMB Nos. 1210-0110 1210-0089

This Form is Open to Public Inspection

	art I Annual Report Identification Information						
For	calendar plan year 2010 or fiscal plan year beginning 01/01/2010	)	and ending	09/30/2	2010		
Α	This return/report is for:    X   single-employer plan	multiple-e	employer plan (not multiemployer)		one-participant plan		
В	This return/report is for: first return/report	final return/report			_		
		short plar	year return/report (less than 12 mo	onths)			
C	Check box if filing under:	automatic	extension	,	DFVC program		
	special extension (enter description		o externolori				
Dr							
	Art II Basic Plan Information—enter all requested information  Name of plan	ation		1h	Three-digit		
	SALES AND SERVICE INC 401K PLAN			''	nlan number		
					(PN) ▶ 001		
				1c	Effective date of plan		
					02/22/2006		
	Plan sponsor's name and address (employer, if for single-employer p SALES AND SERVICE INC	plan)		2b	Employer Identification Number (EIN) 13-2514850		
70.01	OALLO AND OLIVIOL INO			2c	Plan sponsor's telephone number		
	3RD AVE				212-888-8888		
INEVV	/ YORK, NY 10022-7523			2d	Business code (see instructions)		
20	Diagrams in interest and a result and a result of the same as Diagrams are same	· · · · · · · · · · · · · · · · · · ·	- "\	2h	811490		
AAA	Plan administrator's name and address (if same as Plan sponsor, en SALES AND SERVICE INC 830 3RD AVE			30	Administrator's EIN 13-2514850		
	NEW YORK, I	NY 10022	2-7523	3c	Administrator's telephone number		
					212-888-8888		
	If the name and/or EIN of the plan sponsor has changed since the las name, EIN, and the plan number from the last return/report. Sponsor		port filed for this plan, enter the	4b	EIN		
	name, Em, and the plan number nom the last return/report. Sponsor	Shame		4c	PN		
5a	Total number of participants at the beginning of the plan year			5a	9		
b	Total number of participants at the end of the plan year			5b	0		
С	Total number of participants with account balances as of the end of			0.0			
	complete this item)		•	5c	0		
6a	Were all of the plan's assets during the plan year invested in eligible	e assets?	(See instructions.)		Yes No		
b					X Vac II Na		
	under 29 CFR 2520.104-46? (See instructions on waiver eligibility a If you answered "No" to either 6a or 6b, the plan cannot use Fo		•		Yes   No		
Pa	irt III Financial Information	7111 3300-	or and must misteau use i orm s.	, <del>,,,,</del>			
7	Plan Assets and Liabilities		(a) Beginning of Year		(b) End of Year		
-	Total plan assets	7a	2518	2	0		
b	Total plan liabilities	7b		0	0		
C	Net plan assets (subtract line 7b from line 7a)	7c	2518	2	0		
8	Income, Expenses, and Transfers for this Plan Year		(a) Amount		(b) Total		
a	Contributions received or receivable from:		` ,	_	(S) Total		
	(1) Employers	8a(1)		0			
	(2) Participants	8a(2)		0			
	(3) Others (including rollovers)	8a(3)					
b	Other income (loss)	8b	87	3			
С	Total income (add lines 8a(1), 8a(2), 8a(3), and 8b)	8c			873		
d	Benefits paid (including direct rollovers and insurance premiums to provide benefits)	8d	2595	5			
е	Certain deemed and/or corrective distributions (see instructions)	8e		0			
f	Administrative service providers (salaries, fees, commissions)	8f	10	0			
g	Other expenses	8g		0			
h	Total expenses (add lines 8d, 8e, 8f, and 8g)	8h			26055		
i	Net income (loss) (subtract line 8h from line 8c)	8i			-25182		
i	Transfers to (from) the plan (see instructions)	Ωi		0			

Form 5500-SF 2010		Page <b>2-</b>	
Part IV	Plan Characteristics		
O- If the	nlan provides pension benefits	anter the applicable pension feature and a from the List of Dian Characteristic	Cadaa in the instructions.

If the plan provides pension benefits, enter the applicable pension feature codes from the List of Plan Characteristic Codes in the instructions: 2E 2F 2G 2J 2K 3D **b** If the plan provides welfare benefits, enter the applicable welfare feature codes from the List of Plan Characteristic Codes in the instructions:

Part	V Compliance Questions						
10	During the plan year:		Yes	No		Amount	
а	Was there a failure to transmit to the plan any participant contributions within the time period described in 29 CFR 2510.3-102? (See instructions and DOL's Voluntary Fiduciary Correction Program)	10a		X			
b	Were there any nonexempt transactions with any party-in-interest? (Do not include transactions reported on line 10a.)	10b		X			
С	Was the plan covered by a fidelity bond?	10c	X				10000
d							
е	Were any fees or commissions paid to any brokers, agents, or other persons by an insurance carrier, insurance service or other organization that provides some or all of the benefits under the plan? (See instructions.)	10e		X			
f	Has the plan failed to provide any benefit when due under the plan?	10f		X			
g	Did the plan have any participant loans? (If "Yes," enter amount as of year end.)	10a		X			
h				X			
i	If 10h was answered "Yes," check the box if you either provided the required notice or one of the exceptions to providing the notice applied under 29 CFR 2520.101-3	10i					
Part	VI Pension Funding Compliance						
11	Is this a defined benefit plan subject to minimum funding requirements? (If "Yes," see instructions and con 5500))					Yes	No
12	Is this a defined contribution plan subject to the minimum funding requirements of section 412 of the Code					Yes	No
	(If "Yes," complete 12a or 12b, 12c, 12d, and 12e below, as applicable.)					_	_
	If a waiver of the minimum funding standard for a prior year is being amortized in this plan year, see instru granting the waiver	nth					
If	you completed line 12a, complete lines 3, 9, and 10 of Schedule MB (Form 5500), and skip to line 13.		г		1		
b	Enter the minimum required contribution for this plan year			12b			
С	Enter the amount contributed by the employer to the plan for this plan year			12c			
d	Subtract the amount in line 12c from the amount in line 12b. Enter the result (enter a minus sign to the left of a negative amount)						
<u> </u>	Will the minimum funding amount reported on line 12d be met by the funding deadline?				Yes	No	N/A
Part	VII Plan Terminations and Transfers of Assets						
13a	Has a resolution to terminate the plan been adopted during the plan year or any prior year?					X Yes	No
	If "Yes," enter the amount of any plan assets that reverted to the employer this year		Г	13a			C
b	Were all the plan assets distributed to participants or beneficiaries, transferred to another plan, or brought of the PBGC?	under	the co			X Yes	s No
С	If during this plan year, any assets or liabilities were transferred from this plan to another plan(s), identify t which assets or liabilities were transferred. (See instructions.)	he pla	n(s) to	1			
1	<b>13c(1)</b> Name of plan(s):		13	c(2) El	N(s)	13c(3	B) PN(s)
	ton A nonelles for the late or leasured at filling of the control			4 • •			
	ion: A penalty for the late or incomplete filing of this return/report will be assessed unless reasonable properties of porturn and other penalties set forth in the instructions. I declare that I have examined this ret					hla c 0-1	dul-
SB o	er penalties of perjury and other penalties set forth in the instructions, I declare that I have examined this ret r Schedule MB completed and signed by an enrolled actuary, as well as the electronic version of this return f, it is true, correct, and complete.						

SIGN	Filed with authorized/valid electronic signature.	07/14/2011	WILLIAM GENDLER
HERE	Signature of plan administrator	Date	Enter name of individual signing as plan administrator
SIGN	Filed with authorized/valid electronic signature.	07/14/2011	WILLIAM GENDLER
HERE	Signature of employer/plan sponsor	Date	Enter name of individual signing as employer or plan sponsor