	Form 5500-SF			Report of Small Employ	OMB Nos. 1210-0110 1210-0089			
Internal Revenue Sandas			Benefit Plan d under sections 104 and 4065 of the Employee			2010		
Department of Labor Retirement Income Security A Employee Benefits Security Administration Internal				(ERISA), and section 6058(a) of the Code (the Code).	This Form is Open to Public			
Pension Benefit Guaranty Corporation       Inspection         Inspection       Complete all entries in accordance with the instructions to the Form 5500-SF.								
	Part I         Annual Report Identification Information           For calendar plan year 2010 or fiscal plan year beginning         01/01/2010         and ending         12/31/2010							
		single-employer plan		mplover plan (not multiemplover)	2/01/2	one-participant plan		
	This return/report is for:	first return/report	final retur					
D		an amended return/report		) year return/report (less than 12 mo	nths)			
C (	C Check box if filing under: Torm 5558 automatic extension DFVC program							
•	C Check box if filing under: I Form 5558 I automatic extension DFVC program							
Pa	Int II Basic Plan Inform	<b>nation</b> —enter all requested information						
	Name of plan	1			1b	Three-digit		
SHAI	RED BOOK 401(K) SAVINGS P	LAN				plan number (PN) ▶ 001		
					1c	Effective date of plan		
						01/01/2005		
	Plan sponsor's name and addre	ess (employer, if for single-employer	plan)		2b	Employer Identification Number (EIN) 20-0908049		
	BROADWAY				2c	Plan sponsor's telephone number 646-442-8844		
SUIT	E 3020 YORK, NY 10005				2d	Business code (see instructions) 812990		
3a	Plan administrator's name and	address (if same as Plan sponsor, er		2")	3b	Administrator's EIN		
SHAI	RED BOOK, INC	140 BROADV SUITE 3020 NEWYORK, I			30	20-0908049 Administrator's telephone number		
		30	646-442-8844					
	f the name and/or EIN of the pla	4b	4b EIN					
	name, EIN, and the plan numbe		4c	PN				
5a Total number of participants at the beginning of the plan year						23		
b	Total number of participants at	5b	21					
С	· · ·	th account balances as of the end of		5c	15			
6a	Were all of the plan's assets d	Yes 🗌 No						
b		e annual examination and report of a				X Yes 🗌 No		
	under 29 CFR 2520.104-46? (See instructions on waiver eligibility and conditions.) If you answered "No" to either 6a or 6b, the plan cannot use Form 5500-SF and must instead use Form 5500.							
Pa	rt III Financial Informa							
7	Plan Assets and Liabilities			(a) Beginning of Year		(b) End of Year 410904		
a	·	ssets		321425	1425 4'			
b				321425		410904		
<u> </u>		b from line 7a)	7c					
a	Income, Expenses, and Transf Contributions received or recei			(a) Amount		(b) Total		
			8a(1)					
	(2) Participants		8a(2)	42932	2			
				46547	_			
b				40047		89479		
c d		8a(2), 8a(3), and 8b) ollovers and insurance premiums	8c			00479		
u			8d					
е	Certain deemed and/or correct	ive distributions (see instructions)	8e					
f		s (salaries, fees, commissions)						
g	•					<u>^</u>		
h :		3e, 8f, and 8g)				0 89479		
i		e 8h from line 8c) e instructions)				00473		
J	indianalisis to (inorm) the plan (Se		8j					

For Paperwork Reduction Act Notice and OMB Control Numbers, see the instructions for Form 5500-SF.

## Part IV **Plan Characteristics**

- 9a If the plan provides pension benefits, enter the applicable pension feature codes from the List of Plan Characteristic Codes in the instructions: 2E 2J 3D 2K 2T 2F 2G
- **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)			Х				
b	ere there any nonexempt transactions with any party-in-interest? (Do not include transactions reported line 10a.)			Х				
С	Was the plan covered by a fidelity bond?	10c		Х				
d	Did the plan have a loss, whether or not reimbursed by the plan's fidelity bond, that was caused by fraud or dishonesty?			Х				
e	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.)			Х				
f	Has the plan failed to provide any benefit when due under the plan?	10f		Х				
g	Did the plan have any participant loans? (If "Yes," enter amount as of year end.)	10g		Х				
h	If this is an individual account plan, was there a blackout period? (See instructions and 29 CFR 2520.101-3.)	10h		Х				
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 com 5500))					Yes X N	٩o	
12	Is this a defined contribution plan subject to the minimum funding requirements of section 412 of the Code or section 302 of ERISA?							
	(If "Yes," complete 12a or 12b, 12c, 12d, and 12e below, as applicable.)							
а	<ul> <li>a If a waiver of the minimum funding standard for a prior year is being amortized in this plan year, see instructions, and enter the date of the letter ruling granting the waiver.</li> </ul>							
lf y	ou completed line 12a, complete lines 3, 9, and 10 of Schedule MB (Form 5500), and skip to line 13.		-		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	<b>d</b> Subtract the amount in line 12c from the amount in line 12b. Enter the result (enter a minus sign to the left negative amount)			12d				
е	Will the minimum funding amount reported on line 12d be met by the funding deadline?				Yes	No N/A	4	
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?						10	
If "Yes," enter the amount of any plan assets that reverted to the employer this year								
b	Were all the plan assets distributed to participants or beneficiaries, transferred to another plan, or brought under the control of the PBGC?							
C If during this plan year, any assets or liabilities were transferred from this plan to another plan(s), identify the plan(s) to which assets or liabilities were transferred. (See instructions.)								
13c(1) Name of plan(s):				13c(2) EIN(s) 13c(3) PN(			;)	
						<b>_</b>		
Caut	Caution: A penalty for the late or incomplete filing of this return/report will be assessed unless reasonable cause is established.							

Under penalties of perjury and other penalties set forth in the instructions, I declare that I have examined this return/report, including, if applicable, a Schedule SB or Schedule MB completed and signed by an enrolled actuary, as well as the electronic version of this return/report, and to the best of my knowledge and belief, it is true, correct, and complete.

SIGN	Filed with authorized/valid electronic signature.	10/14/2011	CAROLINE WENG				
HERE	Signature of plan administrator	Date	Enter name of individual signing as plan administrator				
SIGN							
HERE	Signature of employer/plan sponsor	Date	Enter name of individual signing as employer or plan sponsor				