



News Release

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AAPQ's membership has reached 55 members with the addition of Publicis and BRAD as newcomers

Montreal, Friday, October 12, 2007 – *Publicis* and *BRAD* are respectively the 54th and 55th agencies to join the Association of Quebec Advertising Agencies (AAPQ). These last months were quite active, with two new agencies joining the ranks as well: *Coutu Communication* and *Oui Marketing*.

“AAPQ’s Board of Directors is pleased to welcome these new members who are key players within a constantly changing industry. This demonstrates once again the increasing role AAPQ plays within the marketing communication industry and the business community”, says Daniel Demers, AAPQ’s Chairman and President of Ogilvy Montréal.

“The high membership allows AAPQ’s team to better represent the marketing communication industry, better defend agencies’ interests and increase their public exposure... because we are stronger through unity. We are well aware of the issues our members are confronted with and the many challenges they are facing. Incidentally, all of our 55 members are invited to attend AAPQ’s Annual General Meeting that will take place on Wednesday, October 17, at 5:30 p.m., at St. James Club, 1145 Union Ave, in Montreal”, declares Sylvain Morissette, AAPQ’s President and General Manager.

AAPQ’s 55 member agencies presently account for more than 80% of the advertising agency revenue in Quebec. Aware of the industry’s issues and the best interests of its members, AAPQ is committed to represent them and to provide actual decision makers as well as the next generation of advertising practitioners with tools and working conditions that will allow our industry to successfully face new challenges.

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