



Press Release

For immediate release

Yanik Deschênes is appointed President and General Manager of the Association of Quebec Advertising Agencies

Montreal, Monday, March 23, 2009 – Sébastien Fauré, Chairman of the Association of Quebec Advertising Agencies (AAPQ), is pleased to announce the appointment of Mr. Yanik Deschênes to the position of President and General Manager of the AAPQ. Mr. Deschênes will officially take up his new duties on Monday, March 30, and will succeed Mr. Jacques Chalifour who has been acting as the interim General Manager of the Association since the end of January.

With more than twelve years of experience in public relations and communications, Mr. Deschênes was until recently Director of Corporate Affairs – Quebec for Walmart Canada. He was responsible for re-establishing the retailer's reputation in Quebec. Before joining Walmart, Mr. Deschênes was a director with Optimum, the PR division of Cossette. He was also the Media Relations Manager for the Canadian Space Agency and a consultant with NATIONAL Public Relations.

“The challenges facing the advertising industry, and consequently the AAPQ, require a President and General Manager of the calibre of Yanik Deschênes and an excellent communicator who understands the various issues and who knows how to get around in this challenging and complex environment. We are pleased to have the opportunity to call upon a visionary leader, and we are confident that he will bring AAPQ's projects to a successful conclusion,” said Sébastien Fauré, President and Senior Partner of *bleublancrouge*, and AAPQ's Chairman.

“I am honoured and extremely excited at the idea of joining a team whose plan is to showcase Quebec's advertising industry on the international scene,” said Mr. Deschênes. “*Montreal.ad* is a truly unique initiative that reflects the vitality of the Association and has the potential to position Montreal as the North American capital of applied advertising creativity. Whether on the social, cultural or economic front, Quebec's advertising industry has a lot to offer, and it is only fitting that we leverage the creative talent that is found here in order to contribute to Quebec's collective wealth,” he added.

About the Association of Quebec Advertising Agencies

Created in 1988, the Association of Quebec Advertising Agencies (AAPQ) represents 63 member companies who currently account for more than 80% of the advertising sales recorded by agencies in Quebec. The objective pursued by the AAPQ is to represent the advertising industry in Quebec, which generates direct economic benefits of \$5.1 billion and employs more than 60,000 people. AAPQ's mission is to improve the quality of advertising and to raise public awareness on the importance of the role marketing communication agencies play. The AAPQ also supports the training of new professionals in order to enhance their knowledge and specialized skills and to foster increased creativity and strategic productivity, so that AAPQ's members can remain competitive in the international arena. For further information, please visit: www.aapq.ca.

About Montréal.ad

The very first international showcase of Quebec's advertising products, *Montreal.ad* is, first and foremost, a portal for the creativity that epitomizes the accomplishments and innovations of our homegrown advertising agencies. For further information, please visit: www.montreal.ad.

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