

CASSIES

For Immediate Release

New special awards mark 10th anniversary of CASSIES

MONTREAL – Oct 27, 2006 - CASSIES 2006 marks the 10th CASSIES show (initially bi-annual, now annual) and in recognition, the CASSIES will introduce a major “10th anniversary” award at this year’s event. It will be called the ***Brendon-Elwood Award for Best Performance***, named for Rupert Brendon, President and CEO of the ICA and Peter Elwood, former President of Unilever, now retired.

In 1993, Rupert Brendon, at that time Chairman, CEO of D’Arcy Masius Benton & Bowles, was the driving force behind creating the CASSIES. Peter Elwood is a former Chair of Judges, and has been a hands-on supporter of the CASSIES for many years.

The award will be based on the cumulative track record across *all ten* Cassies events. There will be a Gold, Silver and Bronze award for both the leading advertisers and agencies. In alphabetical order, these are the top ten candidates for the honours.

Advertisers

- Familiprix
- Irving
- Kraft
- Labatt
- Molson
- Ontario Gov’t
- Pepsi
- Pfizer
- Toyota
- Unilever

Agencies

- Arnold
- BBDO
- Bensimon Byrne
- Bos
- Cossette
- Diesel
- john st
- JWT
- MacLaren McCann
- Taxi

Judging for CASSIES 2006 is complete and a **record 39 awards** will be handed out this year, including a Grand Prix.

CASSIES Co-Chairs in Toronto are Andy Macaulay, President, ZIG and Geoff Craig, VP & GM, Home and Personal Care Canada, UNILEVER. In Montreal, co-chairs are Jacques Chalifour, Chairman, Zoum Armada and Tony Mougios, Director of Marketing, Michelin North America (BF Goodrich).

The CASSIES will be celebrated this year at a lunch on Thursday, **November 16, 2006** at the Ritz-Carlton, Ovale Room, in Montreal. To get tickets, contact Diane Ripeau: 514.842.5681 poste 4.

CASSIES is presented by the Institute of Communications and Advertising (ICA), the Association des agences de Publicité du Québec (AAPQ) and Le Publicité Club de Montréal (PCM).

To win at the CASSIES, cases have to show impressive business results and prove, convincingly, that these results were substantially caused by the advertising.

CASSIES is honoured with **key sponsor support** as follows:

GOLD	Radio-Canada Television; Yellow Pages Group
SILVER	Association of Canadian Advertisers, La Presse, Buzz, Zoum Armada
BRONZE	Marketing Magazine; CHUM

MEDIA SPONSORS: BBM (Research); Canada Post (Direct); Sympatico MSN (Interactive); Pattison Outdoor (Outdoor), Infopresse, Grenier aux nouvelles.

WINNERS CIRCLE SPONSORS: Audit Bureau of Circulations; Promotional Products Association of Canada; Radio Marketing Bureau; and the Television Bureau of Canada.

PRINTING	Transcontinental
PATRON	Adbeast; Bensimon Byrne; Rogers

CASSIES is the only Canadian advertising awards show that recognizes proven business effectiveness, backed up by rigorous published cases. As such, the CASSIES Awards are highly valued by both advertisers and agencies alike. Since its inception in 1993, CASSIES have recognized the business achievements of more than 160 campaigns from Canada's top advertisers and agencies. All award-winning case studies can be viewed in the Case Library section of the CASSIES web site at www.cassies.ca.

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