



News Release
For immediate release

Lift of the publication ban:

**The Association of Quebec Advertising Agencies
is satisfied with Judge Gomery's decision**

Montreal, April 7, 2005 - The Association of Quebec Advertising Agencies (AAPQ) is pleased with the decision rendered today by Judge Gomery regarding the lifting of the publication ban on testimonies heard before the Commission. The Association deems essential that the public and the media be able to make a clear distinction between the members of the Quebec advertising industry who are respectful of the industry's standards and regulations and the individuals and firms involved in the sponsorship scandal.

That AAPQ took action in writing last March 21 in order to object to the request for in-camera-testimony and publication ban made by some witnesses. "We expressed to Judge Gomery that the reprehensible actions of a handful of people had tarnished the good reputation of the Quebec advertising industry and its practitioners as a whole", says AAPQ's president, Mr. Yves Saint-Amand. "It is our belief that justice will be better served if the Commission publicly exposes those who are solely responsible for the outrageous waste of taxpayers' money."

Judge Gomery allowed AAPQ's representative to publicly expressed its position on this subject this morning. Through its attorney, the Association stated that it was in the best interest of its members that the public hears out the facts and understands that the advertising industry condemns the methods and commercial practices described in the testimonies.

Created in 1988, the Association of Quebec Advertising Agencies (AAPQ) has now 31 member agencies which generate 75% of the industry's total revenues in Quebec. The Association's mission is: to defend the industry's interests with various organizations, governmental and business groups and media, to contribute to the overall improvement of advertising in Quebec, to generate public awareness of the importance of the role of advertising agencies as well as define the rules of an advertising code of ethics for Quebec advertising agencies.

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For more information, please visit AAPQ's Web site, at www.aapq.ca