



News Release

For immediate release

A record number of 50 members for the Association of Quebec Advertising Agencies (AAPQ)

Montreal, January 8, 2007 – By welcoming *Carat* as a new member agency, the Association of Quebec Advertising Agencies (AAPQ) starts the New Year with a record number of 50 members, ten more than in January of last year. 2006 has proven to be the most fruitful year for AAPQ in recruiting new members. The last six months were particularly active, with the membership of seven new agencies: *Soleil Communication-Marketing*, *Lemieux Bédard*, *Revolver 3*, *Amazone Communications*, *Morrow Communications Marketing*, *Amen Création inc.* and *ADD Stratégies*.

“The Board of Directors is proud to welcome these new members who, by joining the AAPQ, confirm their need to be represented by a strong association within an industry confronted with constant changes”, says Daniel Demers, AAPQ’s Chairman of the Board and president of Ogilvy Montréal.

“Our association is well aware of the industry’s main issues and consequently of the various challenges our 50 member agencies are facing”, adds Sylvain Morissette, AAPQ’S President and General Manager. “In 2007, the Association will pursue its advocacy mandate with its member agencies. Therefore, we will reassess the whole investment issue pertaining to speculative presentations, and examine new media in order to promote the advisory role and creative expertise of advertising agencies. Finally, we will develop new training programs, more adapted to the new reality of the communication and marketing industry”, concludes Mr. Morissette.

The AAPQ’s Board of Directors is truly representative of the industry as its members are executives from agencies of various sizes. It comprises the following people: **Daniel Demers** (Ogilvy Montréal) Chairman of the Board, **Daniel Rabinowicz** (Taxi) Vice-Chairman, **Yves Léveillé** (2B) Secretary, **Gregor Angus** (Cossette), outgoing Chairman, **André Beauchesne** (Bos), **Jacques Chalifour** (Zoum Armada), **André Lachance** (Enterprise JWT), **René Leclerc** (Palm Arnold Communication), **Brigitte Mittelhammer** (TAM TAM/TBWA) and **Louis-Éric Vallée** (Saint-Jacques Vallée Young & Rubicam).

The AAPQ’s 50 member agencies presently account for more than 80% of all advertising agency revenue in Quebec. Aware of the industry’s issues and the best interests of its members, the 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 assume new challenges.

The AAPQ: Where agency growth and industry influence coincide.

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