



Press Release

For immediate release

A new leader for the Association of Quebec Advertising Agencies *Appointment of Mr. Sylvain Morissette as President and CEO*

Montreal, August 10, 2006 – Next Monday, August 28th, the *AAPQ* will be greeting its new President and CEO, Mr. Sylvain Morissette, until recently the National Director of Corporate Communications and Public Relations for RONA Inc.

Drawing on his more than 20 years of experience in communications and public relations, Mr. Morissette won the selection committee over with his team spirit, tremendous energy and strategic abilities.

"We're convinced that Sylvain Morissette is the best person to take on the challenges that our association will be facing in the short to long term. We're tremendously excited to have him join our team," said Daniel Demers, President of Ogilvy Montreal and Chairman of the Board of the *AAPQ*.

The Executive Committee chose Sylvain Morissette among six other excellent candidates presented by Michel Pauzé and Associates Inc.

Founded in 1988, the *AAPQ* has a membership of more than 40 agencies who generate almost 80% of the advertising revenues of Quebec agencies. Its mission consists in enhancing the quality of advertisements and sensitizing the public to the role played by agencies in marketing communications. The Association also invests in the training of the up-and-coming generation of practitioners in order for them to enhance their knowledge and specialized skills with a view of developing a product that is ever more creative and strategic to remain competitive on international markets.

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Information:

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