



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**Representatives of the Communications and Advertising Industry
welcome the Government Accountability Act and urge the
inclusion of key recommendations from the Gomery Report**

TORONTO & MONTREAL, February 2, 2006 - The Institute of Communications and Advertising (ICA) and the Association of Quebec Advertising Agencies (AAPQ) pledged today to work with the new government and Parliament to implement an Accountability Act that will once and for all ensure there is no possibility to repeat the mistakes made in the sponsorship program. The industry urges that several recommendations from the final report of Justice Gomery be included in the Act.

"Our members fully agree with the recommendations contained in the Gomery Commission's Phase 2 Report and we support Prime Minister-designate Stephen Harper's intention to adopt an Accountability Act as his government's first piece of legislation," said ICA President & CEO, Rupert Brendon. "We intend to point out that a critical element of an effective plan will be for the government to establish an arms-length agency, like in Ontario and the United Kingdom, to make decisions about which agencies receive government contracts and to ensure Canadian taxpayers receive value for money."

"We believe it is important for the new government to quickly establish rules of transparency, accountability and professionalism to prevent bad management in future advertising activities, including any program through which the government may chose to sponsor events," added AAPQ President and CEO, Yves St-Amand.

The Gomery Commission included in their report three of the seven recommendations submitted by ICA and AAPQ in their June and October 2005 memoranda (available at "<http://www.aapq.ca>" and "<http://www.ica-ad.com>"):

Firstly, in the ninth chapter, which pertains directly to the advertising industry and its agencies, the Commission recommends that the Government should amend its current definition of "advertising" to conform to accepted advertising industry standards.

Secondly, Justice Gomery identifies training and certification as two of the best ways to promote competent management of advertising and sponsorship activities for advertisers as well as for public servants who will have to assess their ideas and concepts.

Thirdly, the Commission recommends comprehensive audits and independent assessments to determine the value of advertising programs and initiatives chosen by its departments and agencies.

"These notions of professionalism, independence and accountability included in these recommendations will guarantee judicious choices and meaningful results," explained Mr. Brendon as he reiterated ICA's and AAPQ's full support to the new government project of moving quickly at implementing new "clean" rules.

About AAPQ

The Association now has 43 member agencies which generate nearly 75% of the industry's total revenues in Quebec. Defending the industry's interests and understanding its challenges, AAPQ is committed to represent its member agencies and to provide current and future decision makers with tools and work conditions that will allow the industry to successfully face the new challenges in the future.

About ICA

Celebrating its 100th anniversary last year (founded in 1905 as the Canadian Association of Advertising Agencies), the Institute of Communications and Advertising represents Canada's communications and advertising agencies. ICA serves as the largest source of information, advice and training for Canada's communications and advertising industry, whose economic impact is worth approximately \$14.5 billion annually. Each year, ICA member agencies also donate millions of dollars in pro bono work to help support over 100 local, regional and national charities and non-profit organizations.

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