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MacLaren McCann demonstrates strong confidence in renewed ICA

--Association of communication agencies gains powerful new advocate in one of Canada's largest agencies--

Toronto, ON. The Institute of Communication Agencies (ICA) (<http://www.icacanada.ca>) -- the professional business association representing Canada's communications and advertising agencies --- is thrilled to announce, effective immediately, that MacLaren McCann Canada Inc. (<http://www.maclaren.com>) -- has rejoined the ICA, reinforcing the vitality of the industry as it heads into 2011. It also demonstrates support for the ICA's recent revitalization agenda and its leadership of the industry.

"Our industry is a critical partner in helping our clients grow their businesses, particularly with the advent of new technologies, social networking, rapidly expanding advertising platforms, and video technologies. With economic growth returning, it is exciting for MacLaren to work with the ICA to drive the industry forward and help Canadian advertisers capitalize on this change," commented Doug Turney, CEO/President MacLaren McCann.

"We are thrilled to welcome MacLaren McCann to the ICA, and now have the vast majority of communication agencies supporting our renewed vision and initiatives. We are proud to profile the industry and to assist our members in the valuable services they provide for their clients. We are in an incredibly dynamic business and having key agencies such as MacLaren engaged in our initiatives is critical to ensuring Canada's future economic vitality," Gillian Graham, CEO of the ICA, noted.

Claude Carrier, executive vice-president, Bos and this year's chair of ICA, welcomed the addition of MacLaren to the ICA voice as being, "a major component in building a greater presence in the Canadian marketing communications industry for ICA and all of its members. We anticipate this to be a banner year for us with a large agenda and significant growth. We now have a new and powerful ally in MacLaren to push forward with our strategic and collective strength."

About MacLaren McCann

MacLaren McCann Canada Inc. is a multi-disciplined integrated advertising agency that is a wholly owned subsidiary of the Interpublic Group of Companies Inc., which is a publicly traded company on the New York Stock Exchange. With a staff of over 450 employees and offices throughout the country, MacLaren McCann has continuously been ranked in the top three agencies in Canada since it began in 1922. Clients include General Motors, Nestle, MasterCard, Wendy's Restaurants of Canada Inc., Kraft Canada, Movie Central, Peller Estates, Bayer Crop Science, Imperial Oil, Orange Julius, Dairy Farmers of Canada, Blockbuster, World Vision and Coca-Cola Canada Ltd.

About the ICA

The Institute of Communication Agencies (ICA) represents Canada's communications and advertising agencies. ICA members collectively account for over 80 per cent of all national advertising in Canada, with an economic impact worth more than \$20 billion annually. ICA serves as a leading source of information, advice and industry education, promoting thought leadership, best practices and the elevation of professional standards.

ICA-led initiatives include thought leadership events such as *FutureFlash* and *Advertising Week*, professional development forums such as *Ad Women of Toronto* and certification programs, such as the *CAAP* accreditation. More information about the ICA and its initiatives can be found at www.icacanada.ca.

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