

For Immediate Release

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Institute of Communication Agencies announces 2010 Board of Directors

-- Newly appointed Board to represent Canadian communications 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 pleased to announce the appointment of Jim Kabrajee, president, Marshall Fenn Communications Ltd. as Chair of the newly appointed 2010 Board, effective immediately. Formerly Vice Chair and Treasurer, Mr. Kabrajee assumes the position vacated by Brett Marchand, EVP and managing director, Cossette Communications Group, who has led the ICA Board since 2006. Mr. Marchand will now assume leadership of the newly formed Board of Governors, which will provide strategic counsel to the Board of Directors. Claude Carrier will continue in his critical roles as Vice Chair and head of Advertising Week (www.advertisingweek.ca).

"Under Brett's leadership, the ICA Board has been highly motivated and engaged, and through its collective resources has spearheaded three years of tremendous collaborative accomplishment and success," said Gillian Graham, CEO, ICA. "We are thrilled to have Jim continue the momentum with our renewal mandate into the next phase, where we will refine and expand our initiatives on behalf of the industry."

Broad spectrum of agency representation

Mr. Kabrajee will lead the newly elected Board of Directors comprised of leaders from diverse Canadian communications agencies including Brett Marchand/Cossette Communications Group, Claude Carrier/BOS, Dom Caruso/BBDO, Laurie Young/Ogilvy, Doug Conn/Wasserman and Partners, Bob Shropshire/Dentsu, Alan Gee/GJP Advertising, Garry Lee/Cundari and Philip George/TBWA Toronto.

"It is an honour to be elected to this role at such a pivotal time surrounded with a Board comprised of such willing and talented leaders from the communications industry," explained Mr. Kabrajee. "We have the ability and the desire to promote our industry both from within and outside, by raising the standards at which we perform, and by constantly demonstrating the value our members bring to their clients and the economy as a whole. As the face of the industry internationally and domestically, our goal is to promote and foster respect

for what our members do. This will ultimately lead to more progressive thinking and communicate the economic value our industry provides in Canada,” he added.

“As the communications industry here becomes better recognized for the quality of its people, the power of its ideas and the value that it provides, its contributions become clearer,” said Mr. Marchand. “The past three years have seen tremendous accomplishments achieved by collective work of the Board and under the leadership and motivation of Gillian. It’s a fundamentally different organization now than before. I’m proud to have played a role and pass the torch to Jim,” he concluded.

About the ICA

The Institute of Communication Agencies (ICA) is the professional business association which represents Canada’s communications and advertising agencies. ICA promotes thought leadership, higher standards and best practices. It serves as the largest source of information, advice, education and training for Canada’s communications and advertising industry. ICA’s member agencies and subsidiaries account for more than 75 per cent of all national advertising in Canada, with an economic impact worth more than \$19 billion annually. More information is available at www.icacanada.ca.

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For additional information, visuals or to arrange an interview with an ICA Board member please contact Renee Lalonde, Danika Lochhead or Susan Willemsen at The Siren Group Inc. Tel: 416-926-8087. Fax: 416-926-9712. E-mail: info@thesirengroup.com or www.thesirengroup.com.