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Institute of Communication Agencies and CAPMA announce strategic partnership
--Two leading industry associations strike alliance to build on collective strengths --

Toronto, ON. The Institute of Communication Agencies (ICA) (<http://www.icacanada.ca>) -- the professional business association representing Canada's marketing communication agencies -- is pleased to announce that it has initiated a strategic alliance with CAPMA (Canadian Agencies Practicing Marketing Activation) (<http://www.capma.org>), effective immediately, for the first year of a pilot program. The alliance will build on the collective strengths of the two leading advertising and marketing communications industry associations in the country, to offer enhanced benefits and added value including group discount programs, comprehensive management surveys, engaging and motivating, high value networking opportunities, sharing of best practices, awards programs and professional development to their combined membership numbering 100+ agencies.

“We are excited about this partnership with CAPMA,” said Gillian Graham, CEO of ICA. “While being mutually beneficial, it affords the ICA the critical mass to develop further enhanced programs and benefits, which we can then in turn offer to the membership. It's truly a win-win,” she added.

CAPMA is a Canadian association of marketing agencies that dedicates its resources to helping its members succeed by providing privileged and convenient access to like-minded agency leaders and high value networking opportunities. CAPMA's members include CEOs, presidents, managing directors and principals of some of the most accomplished marketing firms in this country. Recognized and awarded internationally, the agencies offer opportunities to be at the forefront of current brand activation strategy.

“CAPMA is very excited about this strategic alliance as we believe it will help our members succeed by providing access to valuable business analytics, employee benefits and the multitude of resources that ICA offers” commented Mike Armstrong, of Armstrong Partnership, and CAPMA president. “We look forward to an ongoing and fruitful relationship.”

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 or CAPMA representative, please contact Danika Lochhead or Susan Willemsen at The Siren Group Inc. Tel: 416-461-5270. Fax: 416-778-9047. E-mail: info@thesirengroup.com or www.thesirengroup.com.