



Inspiring Excellence
in Communications
Worldwide

International Advertising Association

521 Fifth Avenue
New York, NY 10175
United States of America
Tel: +212 557-1133
Fax: +212 983-0455
E-mail: michael.lee@iaaglobal.org

Press Release

IAA Announces New Identity; Inspiring Excellence in Communications Worldwide

Cannes, June 18, 2007 - The International Advertising Association (IAA) is pleased to announce the release of its new corporate identity. The release coincides with the IAA's Executive Committee and Board of Directors meeting in Cannes on June 17-18, 2007. The IAA re-branding project includes all communications platforms including the re-launch of its website www.iaaglobal.org.

According to IAA Chairman and World President Joseph Ghossoub, the new corporate identity is both refreshing and contemporary. "Our new tagline - 'Inspiring Excellence in Communications Worldwide' - is certainly fitting of our desire to move in tandem with the industry. It is an integral part of the overall appearance of the *new IAA* - the one that lives and breathes in the 21st century." Said Ghossoub.

The new corporate identity is the result of many months of work and was created with the assistance of volunteers from Team Y&R in Jordan under the direction of Sharif Abu Khadra, IAA Vice President of Communications.

The new corporate identity is firmly rooted in the IAA's heritage and essentially defines the thoughts the association wishes to place and maintain with stakeholders worldwide.

"As a global association network, and increasingly a platform for industry issues, education and professional development, the IAA needs to be a catalyst of the latest, most engaging and most inspiring trends in marketing communications," said IAA Executive Director Michael Lee. "The new IAA identity aims to inspire industry professionals to exceed their own standards and excel beyond their potential", said Lee.



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The IAA has provided all of its chapters with the resources needed to ensure the transition runs smoothly, according to Lee. The IAA has created an identity CD toolkit to enable its 56 chapters to start using the new corporate identity immediately.

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The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, is a one-of-a-kind global partnership whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org.

Contact:

Michael Lee, Executive Director (IAA)
IAA World Service Center
E-mail: michael@iaaglobal.org
Tel: +212-557-1133
Cell: +203-550-5394

Mateja Simic, Marketing and Communications Manager (IAA)
IAA World Service Center
E-mail: mateja.simic@iaaglobal.org
Tel: +212-557-1133 Ext. 16