

Press Release

IAA Names Prestigious IAA And Samir Fares Award Recipients

*Tateo Matakhi of Dentsu wins the IAA Award and
Jean-Claude Boulos of Alsumaria the Samir Fares*

Washington DC—April 8, 2008—From underneath the Norman Foster designed glass canopy at the 41st International Advertising Association (IAA) World Congress Gala Dinner last night, Indra Abidin, new IAA Chairman and World President, presented prestigious IAA and Samir Fares Awards, to Tateo Matakhi, President & CEO of Dentsu and Jean-Claude Boulos, GM of Alsumaria, respectively.

The IAA Award has been given for distinguished services in the field of international advertising and marketing at every biennial World Congress for the last 50+ years. Previous recipients of the award include Maurice Lévy of Publicis Group (2006), Sir Richard Branson of Virgin Group (2004), Carlos Ghosn of Nissan Motor Co. (2002), Sir Martin Sorrell of WPP (2000), and Ted Turner of Turner Broadcasting System (1996), among many others. The first IAA Award was given to Goar Mestre, Director General of Circuito CMO, S.A., Havana, Cuba in 1951.

Upon accepting the IAA Award, Matakhi remarked: "I look forward to cooperating with our fellow members for further contribute to our industry. Thank you for the great honor."

The Samir Fares Award, presented jointly by the Lebanon and United Arab Emirates (UAE) advertising communities, is a memorial to Samir Fares, a former UAE resident of Lebanese origin who began the IAA-UAE chapter in 1979, the third in the region. The award recognises career achievement in the IAA and outstanding service in furthering the objectives of the Association. Michael Lee, Executive Director of the IAA was last year's award recipient.

Boulos acceptance speech was a passionate tribute: "Samir Fares was someone who devoted his life to preserving and defending the vision of the IAA...This is what I've done." In closing, he exclaimed, "Samir Fares, this is yours!"



Inspiring Excellence
in Communications
Worldwide

As the 41st IAA World Congress gains momentum, there is plenty of buzz surrounding speakers and presenters from Jeff Zucker of NBC Universal to Kevin Johnson of Microsoft to the Honorable Christopher Shays (R. CT), among others—excerpts from these conversations on the future of branding, entertainment, digital advertising and more, can be found on Capzles:

<http://beta.capzles.com/iaa>

then *click on the link for the 41st IAA World Congress: What's coming next?SM*

* Please note Capzles is in beta, so a few words to help navigate: the photo images will only have captions, the images that have a text "A" in the middle are news and releases, scrolling to the right will bring you throughout the conference!

International Advertising Association

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.

About 41st IAA World Congress

The IAA has a well-deserved reputation for creating every two years, at its World Congresses, the biggest gathering of business leaders and communications industry executives. In 2008, and at a time of ongoing upheavals in the communications world, the IAA will focus on the issues and innovations that are on everyone's minds, whether clients, media, agencies, research or PR firms. And that is...**What's coming next?SM**

The Program is being created around the theme **What's coming next?SM** It will be innovative and provocative. We will focus on the challenges of today and the impact of the future as the issues of technology; advertising effectiveness and consumer habits and engagement turn the industry upside down.

For more information please visit www.whatscomingnext.org.

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