



For Immediate Release:

ACTRA and Joint Producers Reach Tentative Settlement in Local and Regional Television and Radio Commercial Addendum

Toronto, November 13, 2008: ACTRA and the Joint Producers (the Association of Canadian Advertisers and Institute of Communication Agencies) have reached a tentative settlement on Local and Regional Television and Radio Commercial Addendum. The Addendum to the National Commercial Agreement (NCA) governs commercial production outside of Toronto and Montreal. The settlement quickly follows the conclusion of a tentative agreement on new terms for the complete NCA.

Key elements of the Local and Regional Addendum deal include:

- general increases negotiated in National Commercial Agreement, will apply to the Local and Regional Addendum;
- expanded new media opportunities, consistent with terms negotiated in the National Commercial Agreement;
- a reduction in the minimum guarantee in television from 1 1/2 minutes to 1 minute of finished commercials;
- improved wording for a Performer engaged to record tags; and
- an automatic 15% discount in session fees when one commercial is produced

ACTRA members will vote on the terms of the new Local and Regional Addendum in the upcoming weeks.

ACTRA (Alliance of Canadian Cinema, Television and Radio Artists - www.actra.ca) is the national organization of professional performers working in the English-language recorded media in Canada. ACTRA represents the interests of 21,000 members across Canada – the foundation of Canada’s highly acclaimed professional performing community.

The ACA (www.ACAweb.ca), Canada’s only national association exclusively representing client marketers, is dedicated to helping members maximize the value of their investments in all forms of marketing communication. Members realize value through proprietary education, research and consulting services. The ACA safeguards advertisers’ right to commercial free speech and demands an advertising marketplace that is accountable for the value provided to the advertiser. The ACA represents over 200 companies and divisions that collectively account for estimated sales of \$350 billion annually.

The ICA (www.icacanada.ca) is the professional business association which represents Canada’s communication 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 communication and advertising industry. ICA’s member agencies and subsidiaries account for over 80% of all national advertising in Canada, with an economic impact worth more than \$15 billion annually.

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