

**American Advertising Federation and AAF District Two Partner to
Further Multicultural Marketing and a More Inclusive Ad Industry
*Honorary Committee of Industry Luminaries Appointed***

WASHINGTON, DC, June 29, 2004- The American Advertising Federation (AAF) national office and AAF District Two are teaming up to promote a more inclusive and diverse advertising industry through the program, "An Inclusive Advertising Industry: Yesterday's Reflection, Tomorrow's Reality." Seizing the platform provided by Advertising Week New York, the program will consist of a morning of panel discussions entitled, "Implementing the AAF's Mosaic Multicultural Principles and Practices: Programs That Work." This forum will showcase the successful strategies of advertisers and their general and ethnic agencies in building multicultural marketing strategic plans. In addition, a roundtable with young professionals who were honored as AAF's Most Promising Minority Students, 1996-2004, will address effective hiring and retention strategies, as well as the challenges and opportunities that have impacted their advancement within the industry.

The morning will culminate in a star-studded awards show luncheon combining District Two's Diversity Achievement Awards and AAF's Mosaic Awards. These awards honor individuals, groups and corporations who have demonstrated, either personally or as a company, their commitment to the principles and practice of diversity. The event will be held **Wednesday, September 22**, beginning at **8:30 a.m.** at the **New York Athletic Club**.

In addition, an honorary committee of influential advertising leaders will help craft the day's events and mission. The committee includes the following executives:

- * Andrea Alstrup, corporate vice president-advertising, Johnson & Johnson
- * David Bell, president & CEO, Interpublic Group of Companies
- * Tom Bernardin, CEO, Leo Burnett USA
- * Tom Burrell, chairman emeritus, Burrell Communications Group
- * Louis Carr, president-media sales, Black Entertainment Television
- * Jerri DeVard, svp-brand management & marketing communications, Verizon Communications
- * Ann Fudge, CEO, Young & Rubicam
- * Dilys Tosteson Garcia, chief operating officer, La Agencia de Orcí & Asociados
- * Ken Kaess, president & CEO, DDB Worldwide
- * Dolores Kunda, president & CEO, Lápiz
- * Byron Lewis, CEO & founder, UniWorld

- * Jo Muse, chairman, executive creative director, Muse Cordero Chen
- * Zan Ng, founder & president, Admerasia
- * Cynthia Park, vice president & managing partner, Kang & Lee Advertising
- * Robert Townsend, president, The Black Family Channel

"Joining together with District Two demonstrates the importance of a multicultural ad industry to our corporate partners," said Wallace S. Snyder, AAF president and CEO. "Workforce diversity, along with marketing in a fully inclusive fashion, is a bottom line issue that is an integral part of corporate success."

Leslie Winthrop, founding partner, AAR, and co-chair of this event concurs, "By showcasing the Diversity Achievement honorees along with the Mosaic Awards, we will bring winning formulas of companies dedicated to multiculturalism for others to emulate."

For more information on the Mosaic Awards, contact Connie Cannon Frazier at (202) 898-0089 or cfrazier@aaf.org. For sponsorship opportunities, please call 1-800-835-9946. For information on the Diversity Achievement Awards, contact Pat Martin at (212) 644-0790, ext. 24 or patmartin@aol.com.

Contact: Mary Hilton, AAF, (202) 371-2306 or mhilton@aaf.org
Pat Martin at (212) 644-0790, ext. 24 or patjmartin@aol.com

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As the "Unifying Voice for Advertising," the American Advertising Federation (AAF), headquartered in Washington, D.C., is the trade association that represents 50,000 professionals in the advertising industry. AAF's 130 corporate members are advertisers, agencies and media companies that comprise the nation's leading brands and corporations. AAF has a national network of 210 ad clubs and connects the industry with an academic base through its 215 college chapters. For more information, visit the AAF's Web site at www.aaf.org.

American Advertising Federation, 1101 Vermont Ave, NW, Suite 500,
Washington, DC, 20005