



Inspiring Excellence
in Communications
Worldwide

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Press Release

IAA opposes Google-Yahoo! tie-up. Expresses views to the US Department of Justice

New York, NY, September 24th, 2008 - The International Advertising Association (IAA) announced today that it had communicated with the US Department of Justice in August stating concerns that might arise from a proposed Google/Yahoo! business arrangement and supporting their examination of the matter.

Michael Lee, IAA, Executive Director stated "We don't know all the specifics of the transaction. However, concerns revolve around the ultimate probability of less competition, an increased pricing landscape, and the fear that such a monopoly could impact innovation. In principle and in practice, monopolistic media control and pricing has not been good for the industry."

The IAA has also noted that other high profile well respected trade associations representative of virtually every sector of the advertising and communications industry have stated a similar point of view.

While the current transaction refers to the US and Canada only; it is being closely watched in international markets. The IAA will continue to monitor the situation and may conduct a global research study of the issues.

International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, has members in 76 countries and chapters in 56, 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.

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