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AAAA and ANA Announce the Withdrawal of ISCI Advertising Coding

Ad-ID now the only advertising asset coding system authorized and supported by the industry.

Oct. 9, 2007, New York ... The AMERICAN ASSOCIATION of ADVERTISING AGENCIES and the Association of National Advertisers, Inc. today announced that ISCI, the manual advertising asset coding system in place since 1969, has been withdrawn from the marketplace. Ad-ID, a digital, Web-based, complete coding system is now the only one authorized and supported by both the AAAA and the ANA.

"ISCI was right for its time but it's time has passed because the world has gone digital," said **O. Burtch Drake**, President and Chief Executive Officer, AAAA. "Ad-ID is right for our industry going forward."

Since 1992, the AAAA and ANA have worked together with outside consultants and industry experts to research and set standards for advertising asset coding. The unanimous conclusion of this study was that an unregulated system – such as ISCI – was not an approach that could be confidently promoted in the Digital Era.

"Ad-ID has gained great traction among leading advertisers and agencies since its introduction in 2003," said **Bob Liodice**, President and CEO of the ANA. "As the marketing industry embraces expanding digital platforms, media alternatives and the convergence of television and the Internet, it is the perfect time to shift to a system that can take us well into the future."

Prefixes currently assigned through ISCI will be grandfathered into Ad-ID through January 2009. However, to create complete codes in Ad-ID using activated prefixes, it will be necessary to purchase code contracts. For more information about Ad-ID and the asset

coding transition process, please contact Ad-ID customer service at (704) 501-4410, e-mail cs@ad-id.org, or visit the Ad-ID Web site at www.ad-id.org.

About the AAAA

The AMERICAN ASSOCIATION *of* ADVERTISING AGENCIES is the national trade association of the advertising agency business. The 1,196 member agency offices it serves in the U.S. employ 65,000 people, offer a wide range of marketing communications services, and place 80 percent of all national advertising. The management-oriented association helps its members build their businesses, and acts as the industry's spokesman with government, media, and the public sector. For more information visit our Web site at www.aaaa.org.

About the ANA

The Association of National Advertisers leads the marketing community by providing its members insights, collaboration and advocacy. ANA's membership includes 400 companies with 9000 brands that collectively spend over \$100 billion in marketing communications and advertising. The ANA strives to communicate marketing best practices, lead industry initiatives, influence industry practices, manage industry affairs and advance, promote and protect all advertisers and marketers. For more information, visit www.ana.net.