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**GLOBAL ADVERTISING LAWYERS ALLIANCE HOLDS PANEL
DISCUSSION ON CHALLENGES FACING GLOBAL ADVERTISERS AT THE
ASSOCIATION OF NATIONAL ADVERTISERS'
ADVERTISING LAW & BUSINESS AFFAIRS CONFERENCE**

NEW YORK, January 9, 2005 – The Global Advertising Lawyers Alliance (GALA) will be holding a panel discussion on the challenges facing advertisers in global advertising on January 26th at 2:30 p.m. as part of the Association of National Advertisers' Annual Advertising Law & Business Affairs Conference, which will be held on January 25th-26th, at the Millennium Hotel in New York City.

GALA Members Brinsley Dresden (UK), Felix Hofer (Italy), Valdir Rocha (Brazil) and Richard Wageman (China) will be providing a comprehensive overview of global legal developments in decency, children's advertising, and intellectual property rights. GALA members are considered the top lawyers in advertising law in their respective countries and are selected using a rigorous process where only one law firm per country can become a member.

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GLOBAL ADVERTISING LAWYERS ALLIANCE

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“This panel discussion will be an excellent resource for conference attendees as they will receive the necessary tools to identify pitfalls in global ad campaigns from the top advertising attorneys in the world,” said Douglas Wood, Chairman of GALA and General Counsel of the ANA. “This is the only session during the two-day conference that will articulate global issues in advertising.”

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ABOUT GALA

Founded in 1998, the Global Advertising Lawyers Alliance (GALA) is the leading international organization of attorneys that specialize in advertising, marketing and promotion law. GALA offers experienced practitioners and attorneys solutions to problems involving legal issues in advertising and marketing by facilitating open discussions among members.

GALA’s membership structure is designed for one member law firm per country. To date, there are 52 member law firms spanning all continents. In addition, GALA offers associate membership to all in-house attorneys and marketing executives in a corporation. For more information, visit www.gala-marketlaw.com.