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**EUROPE'S LEADING ATTORNEYS SPECIALIZING IN ADVERTISING LAW
HOLDS ANNUAL MEETING IN COPENHAGEN**

Denmark Minister for Family and Consumer Affairs to Give Keynote Address

NEW YORK and COPENHAGEN, September 20, 2005 – The Global Advertising Lawyers Alliance (GALA) Europe, Middle East and Africa (EMEA) is holding its annual fall regional meeting in Copenhagen on October 5th-7th. Denmark's Minister for Family and Consumer Affairs, Lars Barfoed, has confirmed that he will deliver the keynote speech to attendees during the seminar on "Unfair Commercial Practice and Consumer Protection in Advertising." The seminar will be held at the Dansk Design Center on October 7th at 8:30 a.m.

"GALA EMEA and its members are at the forefront of the latest legal developments in European advertising and marketing law," said Brinsley Dresden, Regional President GALA EMEA. "We are honored to have Denmark's Minister of Consumer Affairs Mr. Lars Barfoed as our keynote speaker as he will be discussing the controversial EU directive on dishonest commercial practice, which is one of the most significant developments in European advertising law."

The European Union directive on dishonest commercial practice, which was passed in the spring of 2005, is due to be implemented on June 1, 2007 in Denmark. With the EU's

approval of the new directive, the Danish and Swedish governments had rejected it for fears that it would lead a reduction of consumer protection in the two countries.

In addition, the following members of GALA EAMA: Brinsley Dresden, Lewis Silkin (UK), Michel Bejot, Bernard Hertz Béjot (France), Michael Plogell, Wistrand Advokatbyrå (Sweden) and Johan Løje, Sandel, Løje & Wallberg (Denmark) will be conducting a joint presentation on consumer protection legislation in France, Sweden, Denmark and the UK with in-depth analysis of current trends and pan-European comparative review.

The seminar is open to all professionals who are involved with advertising, marketing and consumer protection. Cost to attend is: DKK 900.

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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.

G L O B A L A D V E R T I S I N G L A W Y E R S A L L I A N C E

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