



FOR IMMEDIATE RELEASE

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**WESTERN UNION, COCA-COLA, INTERPUBLIC AND
OTHER MULTINATIONAL CORPORATIONS JOIN
GLOBAL ADVERTISING LAWYERS ALLIANCE
AS ASSOCIATE MEMBERS**

NEW YORK, July 25, 2005 – The Global Advertising Lawyers Alliance (GALA), an international network of independent lawyers with expertise in advertising, marketing and promotion law, announced today that Western Union, a subsidiary of First Data Corporation, Coca-Cola, Sara Lee Branded Apparel, Publicis (including Leo Burnett, and Starcom MediaVest Group), Interpublic Group of Companies, Remy Cointreau USA, Claria Corporation, Advertising Production Resources, and Groupe Danone, have joined as GALA Associate Members.

“We are very pleased with the number of prominent organizations that have joined as Associate Members of GALA since we started accepting corporate associate membership in March of this year,” said Stacy Bess, Executive Director of GALA. “The significant number of new members illustrates the tremendous resources that GALA can offer companies that are in need of a resource and network of leading global lawyers in advertising, marketing and promotions.

Corporate Associate Members are given personal access to GALA’s member law firms, research, country reports, surveys, conferences and seminars as well as access to its members-only section of GALA’s Website.

“Joining GALA provides our company the opportunity to connect with global resources around the world that specialize in advertising and marketing law,” said Lissa Montisano-Koen, Legal Manager at Western Union International. “We are looking forward to being a part of a group of national and international legal experts in advertising and utilizing its resources to help our company’s marketing professionals continue to promote our brand.”

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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 51 member law firms spanning all continents. Associate membership applies to all in-house attorneys and marketing executives in a corporation. For more information, visit www.gala-marketlaw.com.

GLOBAL ADVERTISING LAWYERS ALLIANCE

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