

PRESS RELEASE

INTERNATIONAL FORUM ON ADVERTISING AND COMPETITION LAW:

On the occasion of GALA's Regional Meeting of the Americas that will take place on November 30th in Bogotá-Colombia, DG&A – Abogados, host partner of this meeting, has organized the First International Forum in Advertising and Competition Law, which will count with three (3) international experts on the field and also with the Colombian Executive Director of the Advertising Self-Regulation Commission. They will present the most stunning cases and experiences in this field that is becoming very important every day as a result of the social, economic and political global dynamics.

The topics to be presented are:

- 1 TASTE AND DECENCY by Doug Wood (Gala-EEUU)
- 2 USE OF CELEBRITIES by Uri Weinstok (Gala-Costa Rica)
- 3 AMBUSH MARKETING by Roberto Arochi (Gala-Mexico)
- 4 THE CHALLENGES OF THE REGULATION IN THE FUTURE
ADVERTISING by Monica Trujillo (Advertising
Self-Regulation Commission-Colombia)

Date: November 30th, 2007
8: 00 AM-12:00 N
GUN CLUB (Conference Room)
Bogotá D.C - Colombia

For further information, please go to www.col-law.com.