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PRESS RELEASE

GLOBAL ADVERTISING LAWYERS ALLIANCE & LEHMAN, LEE & XU JOINTLY ORGANIZED REGIONAL CONFERENCE:

Global Perspective on China Advertising Industry – Insight, Challenges & Opportunities For Growth

Beijing, China – November 9, 2006 The Global Advertising Lawyers Alliance, or known as **GALA**, is having a regional conference today at the China World Hotel, Beijing, organized jointly by Lehman, Lee & Xu and GALA International.

The theme for the seminar: "Global Perspective on China Advertising Industry: Insight, Challenges and Opportunities" had attracted more than 100 international major marketing and advertising players' participation in the half-day seminar.

Distinguished speakers from all over the world, amongst others, Mr. Li Fang Wu, the Assistant Secretary-General of the China Advertising Association will present a plenary session on "*An overview of China's Advertising Administration System*".



*Richard Wageman of
Lehman, Lee & Xu*

Richard Wageman, a senior partner of Lehman, Lee & Xu, Beijing, being one of the most prominent advertising legal practitioners in China, also Chairman of the Organizing Committee of this event, will moderate one of the two GALA panel discussions on various advertising issues in China .

"On behalf of the firm and GALA, we wish to take this opportunity to extend our deepest gratitude and appreciation to our distinguished speakers and panelists, namely Erich Bachman (*New Zealand*) - GALA Regional President; Al Moffatt, CEO of Worldwide Partners and his partner in China, Viveca Chan; Mr. Li Fangwu of the China Advertising Association; Akihiko Hara (*Japan*); Peter Le Guay (*Australia*); Sharad Vadehra (*India*);

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Patrick Mirandah (*Malaysia*); Marc Lim (*Singapore*) and all the other respected guests for taking their time off their busy schedules and participated in this conference held in Beijing", said Richard.

The seminar will also include panel discussions such as "Agency Perspective on China and the World", "Advertising Standards - decency and cultural sensitivity" and "Comparative Advertising". It is hoped that upon the conclusion of this seminar, the participants would be kept abreast of the latest developments and changes in the advertising industry in China and to foster closer working relationships and co-operations between Chinese and foreign agencies.

To learn more about the firm's work in media and advertising law, please visit www.lehmanlaw.com.

LEHMAN, LEE & XU is a prominent Chinese corporate law firm and trademark and patent agency. The firm has offices in Beijing, Shanghai, Shenzhen, Hong Kong, Macau, and Mongolia. The firm is managed by Mr. Edward Lehman, who has nearly twenty years of legal experience in China.