



AMERICAN ASSOCIATION
of ADVERTISING AGENCIES

Nancy Hill
President
Chief Executive Officer

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Advertising is the fuel that powers the Internet. Most websites depend on online advertising to survive – it's what allows them to offer consumers free content and services.

A very important form of online advertising is search advertising – the sponsored links that appear when a search engine answers a query. A healthy, competitive market for search and search advertising is crucial to the Internet's future.

We believe that Yahoo! and Microsoft's proposal to combine their technologies and search platforms is good for advertisers, marketing services agencies, website publishers and consumers.

These benefits are too important to wait for. As leading members of the advertising and marketing services industry, we urge the Department of Justice to bring its antitrust review to a speedy conclusion. This proposal enhances competition, and should be allowed to take effect as soon as possible.

Sincerely,

A handwritten signature in black ink that reads 'Nancy Hill'.

Nancy Hill,
President & CEO

A handwritten signature in blue ink that reads 'Maurice Levy'.

Maurice Levy,
Chairman and CEO, Publicis Groupe

A handwritten signature in black ink that reads 'Martin Sorrell'.

Martin Sorrell,
CEO, WPP

A handwritten signature in black ink that reads 'Michael I. Roth'.

Michael I. Roth,
Chairman and CEO, Interpublic Group of Companies

A handwritten signature in black ink that reads 'John Wren'.

John Wren,
President & CEO, Omnicom Group