



Press Release

GWA publishes four new Year Books

Frankfurt am Main, 22 April 2008. Four new Year Books are now available to help advertisers find the best agency to suit their specific requirements: the GWA Year Book, the OMG Year Book, the Healthcare Communication Year Book and the BtoB Communication Year Book.

The German Association of Communication Agencies (GWA) has published Year Books with portraits of all its member agencies since being founded. Since 2001, the Organisation of Media Agencies in the GWA (OMG) has also published an annual list of members with case studies. Over the last three years, they have been joined by two new publications: the Year Book of Healthcare Agencies and a Year Book of BtoB Agencies.

The GWA is the only association in Germany to inform advertisers and others with an interest in the sector not only via its own Year Book but also via Year Books for specific segments. The Year Books help advertisers select the right agency for their individual requirements and are a popular information tool for marketing experts.

All agency portraits can also be found in the GWA Search Agent online database, which is distinguished by numerous search functions and supplementary features. The online database supplements the Year Books perfectly and offers further evidence of the fact that online media do not replace but complement printed media.

GWA Director General, Dr. Henning von Vierregge: "For clients and others interested in the sector, the GWA's new Year Books and the online Search Agent provide a complete overview of Germany's foremost communication agencies."

You will find further information about the GWA, its members and its services on the internet at www.gwa.de.

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