

C.N. – 001

ACTIVITIES OF AGENCIES

SÃO PAULO, December 8, 2000

CENP – Conselho Executivo das Normas-Padrão, aiming at defining requisites to certify Advertising Agencies established the following: in order to have a company receive the "Certification of Technical Qualification", the company must be constituted as Advertising Agency meeting every demand required by the Standard Norms for the Advertising Activity, while other occasional social activities performed by the agencies must only be complementary and / or subsidiary, but always linked to the main activity which is described as creative, production and advertising mediation (brokerage).

Petrônio Corrêa
President

Note: The following text was freely translated into English and is valid for all legal purposes the original version in Portuguese.

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