For Immediate Release

Harold S. Geller, American Association of Advertising Agencies, Joins the PLUS Coalition Board of Directors

Advertising Industry Association Assumes Leadership Role in Image Rights Standards Body

New York, NY, February 2, 2010 – Harold S. Geller, Senior Vice President for Cross-Industry Workflow at the American Association of Advertising Agencies (“4A’s”), has accepted a seat on the non-profit PLUS Coalition’s Board of Directors. Geller also serves as Managing Director for Ad-ID, and now joins a list of industry leaders on the PLUS Board, charged with ensuring that the Picture Licensing Universal System (“PLUS”) standards succeed in simplifying and facilitating the communication and management of image rights throughout the world. The 4A’s has now joined the PLUS Coalition, and Geller will serve as the 4A’s delegate, representing the interests of all advertising agencies and advertisers, worldwide.

Geller, an expert in asset management in the advertising industries, emphasizes that the advertising industry will benefit from the adoption of the PLUS standards. “The PLUS standards will allow advertising agencies and advertisers to more efficiently acquire and manage image licenses. We look forward to integrating the PLUS standards in Ad-ID, a platform jointly offered by the 4A’s and the Association of National Advertisers, used by advertisers and agencies to manage all of their advertising assets.”

The leadership of the PLUS Coalition has enthusiastically welcomed Geller to the Board. Jeff Sedlik, President and CEO of the PLUS Coalition, said “Harold S. Geller is intimately familiar with the challenges of managing digital assets and associated metadata, and is a leading expert in the field. We are very fortunate to have Mr. Geller’s participation on our Board, and especially value the support and membership of the 4A’s, an influential organization with a 93-year history as a national trade association representing the advertising agency business.”

The PLUS Board of Directors includes one seat for each major industry sector involved in creating, distributing, using or preserving images. The PLUS Coalition is an international non-profit organization exclusively dedicated to simplifying and facilitating the communication and management of image rights information within and between all countries and all industries. To learn more about the PLUS standards and the benefits of PLUS, visit www.useplus.org or contact info@useplus.org.

The PLUS Coalition includes participants in thirty countries, and receives significant support from PLUS Leadership Circle members ASMP, ADBASE, Adobe, APA, PACA, Pentagram, AAAA, Capture, CDAS, Digimarc, Gettyimages, IDEAlliance, ImageSpan, IPTC, J. Paul Getty Trust, NAPP, PDN, PicScout, StockPhotoFinder, Swan Turton and WongDoody.

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