

**Memorandum of Settlement**

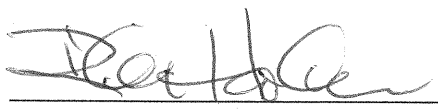

**Between the Alliance of Canadian Cinema Television and Radio Artists (ACTRA) and the Association of Canadian Advertisers (ACA) and the Institute of Communications and Advertising (ICA) (known collectively as "the Parties")  
with respect to the extension of the 2004 – 2007 National Television and Radio Commercial Agreement (NCA)**

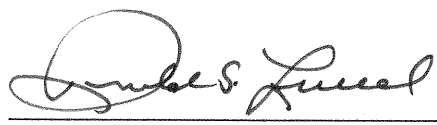

The Parties have agreed to recommend the following:

- A one-year extension of the NCA from July 1, 2007 to June 30, 2008;
- A 3% increase in all fees and rates in the NCA, effective July 1, 2007;
- A 1% increase in Insurance contributions, pursuant to Article 2801, (from 4% to 5%); and a conforming increase in Equalization Payments, (from 11% to 12%), in Article 2804(a); and,
- Enter into non-binding and without prejudice discussions on a short list of key issues to be presented by the Parties.

The Parties will recommend approval of this Memorandum of Settlement to their respective boards/councils for approval. In the case of ACTRA, this Memorandum of Settlement will also be submitted to eligible members for approval via referendum vote.

Agreed this 8<sup>th</sup> day of May, 2007 in Toronto, ON.

  
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ACTRA

  
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ICA