

Brussels, 30 May 2007

To Mr. Robert Madelin
Copy to: Mr Michel Grégoire, *egta Secretary General*

Subject: egta's involvement in the EU "Health and Alcohol Forum"

Dear Mr Madelin,

On behalf of egta, the association of television and radio sales houses, I would like to formally confirm egta's will to take part in the EU "Health and Alcohol" forum that is to be launched next June 7th.

At its General Assembly last week in Helsinki, egta's 90 television and radio members unanimously decided to take part in this new initiative as a founding member. As requested by our new President, Mr. Heikki Rotko, *Executive Vice-President from MTV3 Finland*, Mr. Michel Grégoire, *Secretary General of egta*, will sign the Charter on behalf of our association next June 7th.

This involvement as a founding member illustrates egta's commitment to engage in concrete actions to promote responsibility and to prevent irresponsibility in commercial communications of alcoholic beverages. As a matter of fact, this commitment from egta goes well beyond the sole issue of advertising for alcoholic beverages and we strive to apply these principles to all advertising carried out on television and radio.

Egta fully subscribes to the underlying principles laid out in the Charter and has already identified areas for possible commitments like multiplying its efforts to improve advertising self-regulation operations across Europe or to conduct a mapping exercise of all existing limitations on TV and radio broadcast of advertising for alcoholic beverages, whether of legislative or non-legislative nature.

Egta looks forward to working with your services and other forum members on these issues and wishes to already express its great interest in partaking in the work of the task force on "marketing communications".

I remain at your disposal should you have any question on this matter.

Yours sincerely,



Bertrand Cazes
egta Head of Regulatory & Public Affairs