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**NEWS  
RELEASE**

**CAB SECURES 'CEDRIC THE ENTERTAINER' FOR THE  
4A's MEDIA CONFERENCE ANNUAL DINNER**

**-- Hollywood A-List Talent to Perform at Annual Industry Gathering --**

**New York, NY – February 5, 2008** – The Cabletelevision Advertising Bureau (CAB) announced today that it has secured Hollywood actor/comedian *Cedric the Entertainer* as the headline performer for the American Association of Advertising Agencies (AAAA) Media Conference opening night dinner on March 5<sup>th</sup> at the Rosen Shingle Creek Resort in Orlando, Florida.

Cedric has celebrated many career successes spanning television, live performances and film. In 2001, a viewing audience of over 144 million saw him star in the Bud Light commercial that landed the #1 spot during the Super Bowl broadcast with USA Today later dubbing him “*Madison Avenue’s Most Valuable Player*”. He has parlayed a career as one of the top standup comics in America into a steadily growing résumé as an actor in film and television. Cedric is often called one of the funniest men in America. On the big screen, he is best known for his roles in hit films *Barbershop* and *Barbershop 2*, *Be Cool*, and *Intolerable Cruelty*. He also starred in *The Original Kings of Comedy*, MTV’s documentary feature directed by Spike Lee, as well as displaying tremendous vocal talent in hits such as *Madagascar*, *Dr. Dolittle 2* and *Ice Age*.

“We’re thrilled a performer of Cedric’s caliber will showcase his enormous comedic talent at this year’s 4A’s conference,” said Sean Cunningham, president and CEO of the CAB. “He is a household name and a performer whose Madison Avenue credentials make him perfectly suited for this audience.”

Founded in 1980, the Cabletelevision Advertising Bureau is a television advertising advocacy group dedicated to providing advertisers and their agencies with the most current, complete and actionable media insights at the national, DMA and local levels.

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