AMENDING THE RULES AND REGULATIONS TO GOVERN ADVERTISEMENT APPROVAL

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WHEREAS, there is a need to revisit and accordingly, to revise certain portions of the present Rules on Advertisement Approval to address the recent proliferation of advertisements in various forms of media vis-a-vis the right of the buying public to be protected against misleading or fraudulent information on projects advertised for sate;

WHEREFORE, be it RESOLVED, as it is hereby RESOLVED, that the Revised Rules and Regulations for Advertisement Approval* be APPROVED.

Adopted: 20 Sept. 2007

(SGD.) THE HONORABLE NOLI L. DE CASTRO

Vice President of the Philippines and HUDCC Chairman

(SGD.) ERNESTO L. PINEDA

(SGD.) ROMULO Q. FABUL

Undersecretary, DOJ

Chief Executive Officer and Commissioner

(SGD.) TERESITA A. DESIERTO

(SGD.) AUSTERE A. PANADERO

Commissioner

Undersecretary, DILG

(SGD.) JESUS YAP PANG

(SGD.) ARTURO M. DUBLADO

Commissioner

Commissioner

ATTESTED BY:

(SGD.) CHARITO B. LANSANG

Board Secretary

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[*] Text Available at Office of the National Administrative Register, U.P Law Complex, Diliman, Quezon City.

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