

# Ad agencies urge DOJ to okay Yahoo, Microsoft deal

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(AP) -- Major advertising and marketing agencies are urging antitrust reviewers to approve a proposed online search partnership between Yahoo and Microsoft.

The American Association of Advertising Agencies says the deal would enhance competition and benefit advertisers, Web sites and consumers. Joining the trade group in a letter to the Justice Department are four major ad agencies, Publicis Group, WPP, Interpublic Group and Omnicom Group

Under the 10-year agreement announced in July, [Microsoft](#) Corp.'s Bing search engine would process all search requests and steer search-related ads on [Yahoo](#) Inc.'s Web site. The companies want to team up to compete with [Google](#) Inc., which dominates the online search marketplace.

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