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**G. S. SCHWARTZ & CO. REPORTS SIGNIFICANT GAINS FOR 1ST HALF
- - adds new clients, additional staff, expanded services - -**

NEW YORK, July 2006 – G.S. Schwartz & Co. Inc., a long-established mid-sized independent public relations agency headquartered in New York, today announced significant gains for the first half of 2006, marking its best six-month-period since 2000, and one of the best of any similar period since the agency was founded 25 years ago.

New clients were added in each of the agencies' four specializations - - Consumer, B2B, Technology and Financial Services. These include: eMoney Advisor subsidiary of Commerce Bank; Telsey Advisory Group; Hallmark, Inc.; Toy Industry Association; American Management Association; The Spark Agency; Intercollegiate Studies Institute; Direct Impact and Ames Walker Hosiery - -all in the first six months of this year.

“We are seeing more new business opportunities in all sectors, **on a national and international level**, online and offline,” said Jerry Schwartz, president and founder of the 25-year-old agency. “And we have been hiring ever-more experienced staff to provide the key skills and contacts to support these new programs and expanded campaigns for existing clients.”

“In addition, we have noted a dramatic **increase in multi-platform programs** integrating traditional media and digital media to reach our clients' target audiences,” continued Schwartz. “This led to our creation of a new, separate business, called Digital Power and Light, which is a content-based new media marketing firm providing consulting and services to meet the challenges of a changing world.”

“Another area where we've seen substantial gains is with **associations and other organizations**,” said Schwartz. The agency's experience includes Global Advertising Lawyers Alliance, Promotion Marketing Association, American Society for the Prevention of Cruelty to Animals (ASPCA), Intercollegiate Studies Institute, the Toy Industry Association, the American Management Association and the Information Technology Association of America, among others.

G.S. Schwartz & Co. Inc. **founded in 1981**, is a full-service, mid-sized agency with about 35 employees and 45 clients. The independently owned agency's largest clients have included Anheuser-Busch, Promotion Marketing Association, Johnson & Johnson, American Express, DHL Worldwide Express and Dow Jones & Co.