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FOR IMMEDIATE RELEASE

SCHWARTZ ANNOUNCES REORGANIZATION

-- Names 4 New Managing Directors --

NEW YORK, Jan. 7, 2005 – G.S. Schwartz & Co. Inc., one of the older and larger independent public relations agencies headquartered in New York, today announced a major reorganization of its management team. The significant move is a first for the 24-year-old agency and marks a major positive change in its growth and future.

In reorganizing the agency horizontally, four long-time senior vice presidents have been named Managing Directors reflecting their new stock ownership and increased responsibilities.

Jerry Schwartz, president and founder of the agency, said, “The reorganization better positions the agency for a new period of growth now underway with the improving economy and deepens the involvement of four other people in the firm’s operations to include staff administration, new business and client program development.”

The new Managing Directors are: Carl Hymans, who joined the agency in 1994 and was previously with a division of Omnicom; Rachel Honig Peters, who previously worked in public affairs for the Pataki administration and joined the agency in 1998; Debra Berliner, previously with Morgen-Walke Investor Relations and Georgeson Shareholder Communications and who joined in 1999; and Joan Cear, whose PR agency Wachsman Cear Group was acquired by G.S. Schwartz & Co. in 2001.

G.S. Schwartz & Co. Inc., founded in 1981, is a full-service, mid-sized agency with about 33 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.

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