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FOR IMMEDIATE RELEASE

**G.S. SCHWARTZ & CO. WINS
THREE MAJOR NEW CLIENTS**

– Current pipeline portends banner year –

NEW YORK, October 2004 – G.S. Schwartz & Co. Inc., a leading independent public relations agency headquartered in New York, today announced three new retainer clients totaling nearly a half million dollars in annualized new billings. These three, combined with other previously announced wins, produced third-quarter and nine-month results that were the agency's best since 2000.

The new clients are:

- **eToys**, Denver, CO – Online marketer of toys and other children's products, one of Internet's great brand names.
- **The Tennis Channel**, Santa Monica, CA – Cable television network showcasing all aspects of the sport on and off the courts.
- **6th Avenue Electronics**, Springfield, NJ – With eight stores, one of the larger consumer electronics retailers in the Northeast.

"We had a really great first nine months of 2004 and the third quarter was our best in terms of new billings of any quarter in four years," said Jerry Schwartz, president of G.S. Schwartz & Co. "There's a lot of business in the pipeline coming from all sectors and geographies, and we expect a good full year 2004, with carry over into the first quarter of 2005."

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 VNU Business Publications.

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