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**AFFINITY SOLUTIONS SHOWS AFFINITY FOR SCHWARTZ;
NEW YORK WINE EXPO A NEW CLIENT, TOO**

NEW YORK, March 2008 – G.S. Schwartz & Co. Inc. www.schwartz.com, a leading mid-sized independent public relations and investor relations agency, today announced it has been engaged to handle public relations programs for Affinity Solutions and the New York Wine Expo.

- **Affinity Solutions, New York** – Founded in 1998, Affinity Solutions, www.affinitysolutions.com, is a leading relationship marketing firm providing a full range of services for customer loyalty marketing programs. Its clients include financial institutions, publishing companies and insurance companies.

- **The New York Wine Expo**, www.newyorkwineexpo.com, is a major wine exposition and tasting for the public, restaurants, retailers and wine trade. Attendees can sample more than 600 wines from more than 150 winemakers from around the globe, listen to wine experts and meet the wine makers. The Boston Expo attracted nearly 20,000 people.

Both wins were competitive and reflect the agency's considerable consumer marketing and retailing experience.

These accounts follow the agency's highly successful handling of the media relations for the 105th annual **American International Toy Fair**, the largest toy trade show in the Western Hemisphere, which was held February 17-20 at the Jacob Javits Convention Center in New York City. This marks the third year the agency has managed the media relations for Toy Fair. G.S. Schwartz & Co. also handles an ongoing comprehensive public relations program for the Toy Industry Association, which owns and operates the trade show.

G.S. Schwartz & Co. Inc., founded in 1981, is a full service, mid-sized agency with about 30 employees and 40 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.