

**FOR IMMEDIATE RELEASE:**

Contact:  
Carl Hymans  
Managing Director  
(212) 725-4500  
[carlh@schwartz.com](mailto:carlh@schwartz.com)

**EMMY-WINNING ADDRESSABLE ADVERTISING FIRM  
HIRES G.S. SCHWARTZ & CO. FOR PUBLIC RELATIONS**

**NEW YORK, August 2008** – In a world where targeted advertising led by the Internet is changing the way marketers are approaching their media buying, addressable advertising on cable and network TV has exploded on the scene. Leading this growth is **Visible World**, [www.visibleworld.com](http://www.visibleworld.com), an end-to-end solutions provider founded in 1999.

G.S. Schwartz & Co. Inc. [www.schwartz.com](http://www.schwartz.com), a leading mid-sized independent public relations agency, today announced it has been hired by Visible World, a pioneer in addressable TV advertising, as agency of record.

“The Visible World account win was highly competitive and reflects our significant advertising, marketing and media experience, both online and offline,” said Jerry Schwartz, president and founder of G.S. Schwartz & Co., which is based in New York, the nation’s media and financial center.

Based in New York City, Visible World, enables television advertising to be efficiently customized, effectively targeted, and responsive to changing audience and business situations. Today, Visible World helps over 150 national advertisers reach consumers in 100 million U.S. television households and across more than 1,500 major websites with its *intelliSpot*<sup>™</sup> campaigns. Visible World has established working partnerships with the country’s largest cable service companies and networks. Its clients include major advertising agencies and companies in a broad array of industries including automotive, retail, media and entertainment.

G.S. Schwartz & Co. Inc., founded in 1981, is a full service agency with about 28 employees and 40 clients. The agency’s media and marketing clients have included Viacom, Turner Entertainment, Dow Jones, the Promotion Marketing Association, the Direct Marketing Association and divisions of Omnicom, Interpublic and EuroRSCG. Online clients have included eToys, MyPoints, Privacy Inc., UUnet, YellowPages.com and Avenue A/aQuantive.