

FOR IMMEDIATE RELEASE:

**FOREIGN COMPANIES' INCREASED PR IN THE U.S.
ADDS TO G.S. SCHWARTZ & CO.'S 2010 OUTLOOK**

NEW YORK, January 19, 2010 – Two diverse international consumer product companies have hired G.S. Schwartz & Co. to handle their public relations programs, increasing the agency's international business to over 25% of revenues. This percentage has increased steadily at the full-service agency over the last ten years, as clients seek a mid-sized solution.

“With the economy improving, the dollar weak and the U.S. market huge, there is a significant opportunity here to generate awareness and business for foreign companies,” said Jerry Schwartz, president of the 28-year old agency. “Whether consumer, B2B, technology or financial services, these programs capitalize on New York's position as the world's media capital.”

The new clients are:

- **SHAPEWAYS** www.shapeways.com, **Eindhoven, The Netherlands**. Shapeways provides high quality, cost effective 3D printing techniques for consumers. The company is part of global giant **Royal Philips Electronics**.
- **DOÑA PAULA** www.donapaula.com, **Mendoza, Argentina**. Owned by **Santa Rita**, one of South America's largest wine companies, Doña Paula vineyards produce premium and ultra premium wines in Argentina.

“These and other account wins reflect our special ability to combine traditional and new media for clients throughout the U.S. and worldwide,” noted Schwartz. “We continue to attract clients in Europe, Israel, South America, China and Japan, as well as American organizations with global operations.”

G.S. Schwartz & Co. Inc., www.schwartz.com, founded in 1981, is a full service, mid-sized agency with about 28 employees and 40 national and international clients. Multi-platform digital programs are coordinated through its Digital Power and Light division. Larger clients have included Anheuser-Busch, Promotion Marketing Association, Johnson & Johnson, American Express, DHL Worldwide Express and Dow Jones & Co. Strong relationships in the financial world have also generated substantial work with many smaller, early stage businesses.