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**G.S. SCHWARTZ & CO. RETAINED BY
GLOBAL ASSOCIATION OF RISK PROFESSIONALS**

NEW YORK, November 2008 – Underscoring the demand for risk management in the current economic environment, the Global Association of Risk Professionals (GARP) www.garp.org, has retained G.S. Schwartz & Co. to handle its public relations. G.S. Schwartz & Co. has unique experience among mid-sized, New York-based PR agencies handling the complexities of trade and professional associations, and a strong background in the financial services industry.

Founded in 1996, GARP is a not-for-profit independent association of close to 100,000 risk management practitioners and researchers representing banks, investment management firms, government agencies, academic institutions, and corporations from more than 167 countries worldwide. It also administers the Financial Risk Manager (FRM®), the certification recognized by financial risk professionals worldwide.

“The GARP program reflects our expertise in finance and with associations, which are organizationally different than for-profit corporations,” said Jerry Schwartz, president and founder of G.S. Schwartz & Co., which was founded in 1981 and is based in New York, the nation’s media and financial center. “It also demonstrates our international capabilities and reach.”

Other association clients of the agency have included: the Toy Industry Association, Promotion Marketing Association, Direct Marketing Association, Global Advertising Lawyers Alliance, Information Technology Association of America, American Gem Society, Institute of Management Accountants, National Association of Female Executives, the National Association for the Self Employed, Intercollegiate Studies Institute, and the Telecom Expense Management Industry Association.

Agency programs for national and international financial services have included: Dow Jones & Co., CSFBdirect/DLJdirect, Bank One, Mercer Oliver Wyman, PricewaterhouseCoopers, Deloitte & Touche, eMoney Advisor/Commerce Bank, Citigroup, The Man Group, Schroder Ventures, American Express Bank and over a dozen savings institutions, plus offshore economic development programs.

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