

FOR IMMEDIATE RELEASE

**G.S. SCHWARTZ & CO. ADDS FIVE NEW CLIENTS  
REFLECTING GROWING ECONOMIC IMPROVEMENT**

**NEW YORK, December 12, 2011** -- G.S. Schwartz & Co., a 30-year-young, fully integrated PR agency, today announced five new clients, reflecting a growing improvement in the U.S. economy and a positive outlook. These were mostly competitive proposals in industry sectors where the agency has significant experience and contacts.

"We have seen a gradual, but clear change in interest and activity over the last four to six months compared to one and two years ago," said Jerry Schwartz, president of the progressive agency. "The change is incremental but broad, across all our key sectors -- consumer, B2B, financial services and technology -- and different geographies."

**The five new clients are:**

- **Reader's Digest**, New York, NY -- The agency's second major program for the publisher, entitled, "We Hear You America"
- **Citrin Cooperman**, New York, NY -- mid-sized accounting, auditing and consulting firm, ranking 15<sup>th</sup> largest in New York, according to Crain's New York Business
- **Street Safe**, Chicago, IL -- GPS-based app providing individual security protection services
- **Severn House**, London, U.K. -- A digital media program for this independent publisher of a broad range of book titles in all formats
- **Wow! Stuff**, Wolverhampton, U.K. -- Innovative product development firm for the launch of its unique new My Keepon robotic toy

"The new interest is coming from large and small companies, public and private, foreign and domestic, online and offline," Schwartz noted. "It's a statement about the quality of our work and contacts that we get selected by these companies. Regardless of their location, New York remains the nation's media and financial center, so they seek agencies based here."

G.S. Schwartz & Co. Inc., [www.schwartz.com](http://www.schwartz.com), founded in 1981, is a full service, mid-sized agency with about 18 employees and 28 national and international clients. Multi-platform digital programs are coordinated through its Digital Power and Light division. Larger clients have included Anheuser-Busch, Hallmark, Johnson & Johnson, American Express and DHL Worldwide Express. Strong relationships in the financial world have also generated substantial work with many smaller, early stage companies, including start-ups.

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