

FOR IMMEDIATE RELEASE

**G.S. SCHWARTZ & CO. ADDS THREE NEW CLIENTS  
IN HOT SECTORS IN A STILL WEAK ECONOMY**

**NEW YORK, August 26, 2011** - G.S. Schwartz & Co., a 30-year-young, fully integrated PR agency, today announced three new clients whose businesses are based in media and marketing. These are hot industry sectors, where the agency has significant experience and contacts.

“Interactive, digital, marketing and media businesses are attracting major entrepreneurial and investor interest right now,” said Jerry Schwartz, president of the progressive agency. “Clients in these sectors represent more than 25% of our revenues.”

**The new clients are:**

- **Reader’s Digest, New York, NY** – for an integrated public relations program around its new marketing campaign, “Your Life. . .The Reader’s Digest Version”
- **imc<sup>2</sup>, Dallas, TX** – an interactive marketing agency that is a leader in its field, now repositioning itself and expanding its target markets
- **Vertical Search Works, Vienna, VA** – online advertising sales and vertical search technology in the popular food, entertainment and home sectors

The agency has handled PR for divisions of Omnicom, Publicis, Interpublic and Euro RSCG as well as leading industry associations, and media such as Viacom, Dow Jones and Gannett. “It’s a statement about the quality of our work and contacts that we get selected by these companies,” Schwartz noted. “And New York remains the biggest market for these businesses -- online and offline.”

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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