

FOR IMMEDIATE RELEASE:

G.S. SCHWARTZ & CO. HANDLES NEW YORK'S 6TH LARGEST B2B EVENT

NEW YORK, February 2007 – G.S. Schwartz & Co. Inc., a leading mid-sized public relations agency, is handling media relations for the 104th annual American International Toy Fair, which, with an estimated attendance of 25,000, is the sixth largest B2B event in New York City, according to Crain's New York Business. The 2007 trade show is at the Jacob Javits Convention Center, February 11 to 14.

The five larger B2B events according to Crain's are: The Greater New York Dental Meeting (54,137 attendees), The International Beauty Show (50,000), New York International Gift Fair (38,000), New York International Gift Fair/ Home Textiles (38,000), and The International Hotel Motel Show (35,600).

G.S. Schwartz & Co., founded in 1981, also handles an ongoing comprehensive public relations program for the Toy Industry Association, which owns and operates the trade show.

The NYC marathon, a consumer event, has 75,000 attendees and is number 4, as a point of reference. Number 1 is the International Auto Show with 1.2 million, which also attracts consumers.