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**FOR IMMEDIATE RELEASE**

**G.S. SCHWARTZ & CO. NAMES NEW  
CHIEF OPERATING OFFICER**

**--Agency Celebrates 30<sup>th</sup> Anniversary--**

NEW YORK, February 14, 2011 - G.S. Schwartz & Co. today announced the appointment of Rachel Lyn Honig to Chief Operating Officer. Honig, a 12-year veteran of the organization, was previously a Managing Director. In her new role, she will have responsibility for short and long-term strategic, organizational and financial achievements at Schwartz, which was founded in 1981.

"Rachel will play a lead role in guiding the growth and direction of the agency," said Jerry Schwartz, the agency's president and chief executive officer. "In addition, she will continue to manage Digital Power and Light, our digital marketing and social media company. We see a clear parallel path for this business alongside our traditional PR work."

Honig joined G.S. Schwartz & Co. as a senior account executive in 1998. Most recently as managing director and operations/ administrative partner, she led strategic planning and public relations program development and implementation for a wide range of clients in the consumer goods and services, business to business, non-profit and professional/trade association sectors. She also played an integral role in the agency's management and new business development.

"I already rely on Rachel to ensure we are collectively in line with our current mission and vision for the agency, to be a marketing partner to each and every client, providing strategic public relations services, out-of-the-box thinking and superior client service," Schwartz added.

As Co-Founder and COO of Digital Power and Light, G.S. Schwartz & Co's sister digital marketing consultancy, Rachel helps clients harness the power of digital communications to build their brands and communicate with their customers. Digital Power and Light develops Web 3.0, social media and social news aggregation programs, among others.

In addition to management of client programs in a variety of industries such as legal, technology, toys and games, and emerging businesses, Rachel has significant expertise in the areas of advertising and marketing services. Clients have included the Promotion Marketing Association and the Direct Marketing Association, as well as advertising, digital and promotion agencies. Since 2006, she has Chaired Women Executives in Public Relations, a Special Sector of Advertising Women of New York (AWNY) where she strives to bridge industry gaps in the understanding of the related disciplines.

Committed to the industry and its growth, in addition to her work with AWNY, Rachel holds seats on the PR Coalition, the New York Women's Media Council and serves on the Board of Advisors to the Masters in Corporate Communications program at Baruch College. She has also adjudicated and been the recipient of a number of industry awards.

Prior to joining G.S. Schwartz & Co, Rachel served under Governor George E. Pataki as Special Assistant to the Chairman and Director of Special Projects at the New York State Council on the Arts (NYSCA) where she held roles in the public relations, lobbying, fundraising and event marketing of this executive branch state agency.

She graduated from Smith College in 1993 with a Bachelor of Arts degree and currently serves its alumnae community as president of the Smith College Club of New York City.

G. S. Schwartz & Co. Inc., [www.schwartz.com](http://www.schwartz.com), founded in 1981, is a full service, mid-sized agency with about 25 employees and 35 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. The company agency also has significant expertise in launching and growing early stage companies.

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