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**TWO NEW CLIENTS HIGHLIGHT AGENCY'S
DEEP PENETRATION INTO E-COMMERCE AND DIGITAL MARKETING**

NEW YORK, October 2007 – G.S. Schwartz & Co. Inc., www.schwartz.com, a leading mid-sized independent public relations and investor relations agency, today announced that it has been retained by two new online clients, both backed and managed by prominent industry executives.

The two new clients are:

- **ApplyWise LLC, New York** – ApplyWise www.applywise.com provides an online college admissions counseling program helping college-bound juniors and seniors navigate successfully through the college admissions process. ApplyWise was founded in 2006 by Dr. Katherine Cohen, one of the country's leading college admissions counselors and Liz Hamburg, founder and president of Upstart Ventures, a private equity firm.
- **iKobo, Inc., Atlanta** –iKobo www.ikobo.com provides fast, safe and economical money transfer by allowing consumers to send money online worldwide. Recipients receive a re-loadable iKobo® Visa Prepaid Card useable wherever Visa is accepted, including ATMs.

“We have a unique understanding and expertise handling online businesses developed over nearly 20 years starting with videotext in the late 1980s and then Prodigy Services in 1990,” said Jerry Schwartz, president and founder of G.S. Schwartz & Co., which is based in New York, the nation’s media and financial center. “Our pioneering online experience includes such noteworthy client companies as eToys.com, Avenue A/Quantive, YellowPages.com, MyPoints.com, CDnow, UUNet and CSFB/DLJdirect, among others.”

“Our Digital Power and Light business (www.digitalpowerlight.com), reflects the next stage in our expertise in developing and implementing custom digital marketing strategies to provide clients with new opportunities to reach their target audiences.”

G.S. Schwartz & Co. Inc., founded in 1981, is a full service, mid-sized agency with about 35 employees and 45 clients. The independently owned agency’s largest clients have included Anheuser-Busch, Promotion Marketing Association, Johnson & Johnson, American Express, DHL Worldwide Express and Dow Jones & Co.

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