

**FOR IMMEDIATE RELEASE:**

Contact:

Carl Hymans

Managing Director

(212) 725-4500

[carlh@schwartz.com](mailto:carlh@schwartz.com)

**NEW ACCOUNT WINS FOR G.S. SCHWARTZ & CO.  
REFLECT PR'S IMPORTANT ROLE IN A WEAK ECONOMY**

NEW YORK, March 4, 2009 – G.S. Schwartz & Co. today announced it has been retained to handle public relations for three new clients in sectors that are benefiting in the current economy -- healthcare, education and “green” products.

The new clients are:

- HCL plc, [www.hclplc.com](http://www.hclplc.com), UK-headquartered pioneer and a leader in the healthcare recruitment and workforce solutions field. With highly trained consultants based around the world, HCL provides clinically trained overseas nurses and other professionals the opportunity to work in the U.S., where the demand is high for such services.
- NEW YORK UNIVERSITY SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES, [www.scps.nyu.edu](http://www.scps.nyu.edu), approaching its 75<sup>th</sup> anniversary, the school offers one of the most respected post-baccalaureate continuing education programs in the U.S., and enrolls nearly 40,000 continuing education students and 4,500 degree program students annually.
- C. CRANE COMPANY, [www.ccrane.com](http://www.ccrane.com), a Fortuna, California-based direct marketer with a diverse selection of consumer electronics and other products, including its environmentally friendly GeoBulb™ LED light bulb. The GeoBulb™ uses less than 8 watts to put out more light than 60-watt bulbs, and lasts 30,000 hours, or nearly 10 years.

“These new clients will benefit from our skills and contacts on a national and international level,” said Jerry Schwartz, president and founder of G.S. Schwartz & Co., which is based in New York, the nation’s media and financial center. “Program objectives for these new clients include expanding HCL’s position in the U.S. market, increasing enrollments for NYU SCPS, and generating sales for the GeoBulb™.”

G.S. Schwartz & Co. Inc., [www.schwartz.com](http://www.schwartz.com), founded in 1981, is a full service, mid-sized agency with about 28 employees and 40 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. Strong relationships in the financial world have also generated substantial work with many smaller, early stage businesses.