

**FOR IMMEDIATE RELEASE:**

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

**NEW YORK, October 2, 2007** – G.S. Schwartz & Co. Inc., [www.schwartz.com](http://www.schwartz.com), a mid-sized independent public relations and investor relations agency, today announced that it has been retained by two new clients, both backed and managed by prominent industry executives.

The two new clients are:

- **ApplyWise LLC, New York** – ApplyWise, [www.applywise.com](http://www.applywise.com), provides an online college admissions counseling program helps 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, which helps launch new businesses.
- **iKobo, Inc., Atlanta** – iKobo, [www.ikobo.com](http://www.ikobo.com), provides fast, safe and economical money transfer by allowing consumers to send money online worldwide. Recipients receive a reloadable iKobo Visa® Prepaid Card useable wherever Visa is accepted including ATMs.

“These account wins reflect our expertise in the areas of Financial Services, Consumer and Education particularly in the rapidly growing online arena,” said Jerry Schwartz, president and founder of G.S. Schwartz & Co., which is based in New York, the nation’s media and financial center. “We continue to see business opportunities from all sectors, on a national and international level, both online and offline. Our Digital Power and Light business ([www.digitalpowerlight.com](http://www.digitalpowerlight.com)), which provides digital marketing strategies for products, services and ideas, has been instrumental in attracting new business and expanding client programs.”

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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