



## O'DWYER'S RANKING OF PR UNITS OF HOLDING COS. OR AD AGENCIES

March 16, 2005

| Firm                      | 2004 Net Fees    | Empl.     | % Change from 2003 |
|---------------------------|------------------|-----------|--------------------|
| 1. Text 100               | \$ 45,113,292    | 411       | +16.1%             |
| 2. Dorland PR             | 10,556,000       | 36        | +70.3              |
| 3. Crosby Mktg. Comms.    | 5,843,283        | 37        | +41.9              |
| 4. Charleston/Orwig       | 4,766,307        | 32        | +19.1              |
| 5. Vox Medica Healthcare  | 3,421,241        | 6         | -5.2               |
| 6. The Zimmerman Agency   | 3,387,239        | 13        | +19.5              |
| 7. HLB Comms              | 2,374,529        | 8         | -18.3              |
| 8. Travers, Collins & Co. | 2,241,920        | 16        | +8.0               |
| 9. The Phelps Group       | 2,189,000        | 20        | +32.0              |
| 10. Off Madison Ave.      | 1,900,000        | 9         | +21.8              |
| 11. Marcus Thomas, LLC*   | 1,474,000        | 10        | -16.1              |
| 12. GSW Worldwide*        | 1,387,117        | 8         | +221.1             |
| 13. Levenson & Brinker PR | 1,247,718        | 9         | +35.2              |
| 14. The Brownstein Group  | 1,213,000        | 7         | +21.2              |
| <b>15. M/C/C</b>          | <b>1,200,000</b> | <b>10</b> | <b>+9.1</b>        |
| 16. Townsend              | 1,057,686        | 13        | -20.3              |
| 17. Luckie Strategic PR   | 854,408          | 5         | +20.3              |
| 18. Tattar Richards-DBC   | 775,604          | 8         | -5.7               |

\* 'New' to Rankings

