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FOR IMMEDIATE RELEASE

Association for Accounting Marketing Announces Marketing Achievement Award Winners

Kansas City, MO—July 12, 2004— Twenty firms have won 2004 Association for Accounting Marketing Marketing Achievement Awards (AAM-MAAs) in eighteen categories. The awards are in recognition of outstanding achievements in the area of accounting marketing and communications. Accounting firms from all over the United States and Canada competed in two divisions, over 75 professionals and less than 75 professionals.

The awards were presented during the 10th annual AAM-MAA awards ceremony on June 10th at the Association for Accounting Marketing Annual Conference in Las Vegas, Nevada.

The number of AAM-MAA entries set a record for the AAM competition. One hundred fifty projects were submitted for judging.

The panel of judges included professionals in the advertising, public relations and marketing fields.

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Spreadsheet Attached of Winners

The Association for Accounting Marketing is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. The members are comprised of marketing professionals, CPAs and consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers.

For more information about the 2005 AAM Marketing Summit in Orlando, Florida or to receive press credentials and a schedule of events, contact Granville Loar at 816.221.1296, or granville@accountingmarketing.org.

| Company | City | Firm Size | Category | Subcategory |
|-------------------------------|----------------------|-----------|----------------------|--------------------------|
| Barnes Wendling CPAs | Cleveland, OH | Under 75 | Collateral Materials | Posters & Misc. |
| BKD, LLP | Springfield, MO | Over 75 | Other | Event Mktg. & Seminars |
| BKD, LLP | Springfield, MO | Over 75 | Direct Marketing | Single Mailings |
| BKD, LLP | Springfield, MO | Over 75 | Interactive | Web Site Design |
| Blum Shapiro | West Hartford, CT | Over 75 | Direct Marketing | Campaign Mailings |
| Blum Shapiro | West Hartford, CT | Over 75 | Other | Miscellaneous |
| Bond Beebe, Advisors & Accts. | Bethesda, MD | Under 75 | Collateral Materials | Firm Brochures |
| Cherry, Bekaert & Holland | Richmond, VA | Over 75 | Collateral Materials | Corp. Identity Package |
| Elliott Davis | Greenville, SC | Over 75 | Interactive | Multimedia Pres |
| Gamble & Givens | Charleston, SC | Over 75 | Collateral Materials | New Logo Design |
| Grant Thornton | Chicago, IL | Over 75 | Direct Marketing | Newsletters |
| Grant Thornton | Chicago, IL | Over 75 | Collateral Materials | Niche Building |
| Habif, Arogeti & Wynne, LLP | Atlanta, GA | Over 75 | Advertising | Advertising |
| Holtz Rubenstein & Co. | Melville, New York | Under 75 | Advertising | Advertising |
| Holtz Rubenstein & Co. | Melville, New York | Under 75 | Collateral Materials | Corp. Identity Package |
| Holtz Rubenstein & Co. | Melville, New York | Under 75 | Collateral Materials | New Logo Design |
| Holtz Rubenstein & Co. | Melville, New York | Under 75 | Direct Marketing | Single Mailings |
| Isdaner & Company | Bala Cynwyd, PA | Under 75 | Collateral Materials | Firm Brochures |
| PKF Texas | Houston, TX | Under 75 | Other | Miscellaneous |
| PKF Texas | Houston, TX | Under 75 | Direct Marketing | Newsletters |
| PKF Texas | Houston, TX | Under 75 | Interactive | Web Site Design |
| Porter Keadle Moore, LLP | Atlanta, GA | Under 75 | Other | Event Mktg |
| Porter Keadle Moore, LLP | Atlanta, GA | Under 75 | Interactive | Multimedia Pres |
| Porter Keadle Moore, LLP | Atlanta, GA | Under 75 | Sales Promotions | Sales Presentations |
| Porter Keadle Moore, LLP | Atlanta, GA | Under 75 | Direct Marketing | Survey |
| Rea & Associates | New Philadelphia, OH | Over 75 | Sales Promotions | Sales Promotions |
| Smith & Howard | Atlanta, GA | Under 75 | Collateral Materials | Niche Building |
| Society of Louisiana CPAs | Louisiana | Over 75 | Other | Publicity Campaign |
| The Rehmann Group | Saginaw, MI | Over 75 | Sales Promotions | Internal Incentive Prog. |
| Tofias PC | Cambridge, MA | Over 75 | Direct Marketing | Survey |
| Weaver and Tidwell | Fort Worth, TX | Over 75 | Interactive | Web Site Design |
| Witt Mares & Co. | Newport News, VA | Over 75 | Collateral Materials | Firm Brochures |