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## FOR IMMEDIATE RELEASE

### Edmond Russ Wins Marketer of the Year at Association for Accounting Marketing Annual Conference

Kansas City, MO – June 24, 2005 – Edmond Russ was honored as the 2005 Association for Accounting Marketing (AAM) Marketer of the Year at the 16th Annual AAM conference in Orlando, Florida on June 9, 2005. Nominated by their peers, honorees are chosen by a panel of judges, themselves leaders in professional services marketing. The award is sponsored by *CPA Practice Management Forum,* the only independent newsletter focusing on exclusively on successful marketing strategies within CPA firms.

Edmond Russ is the Chief Marketing and Sales Officer at Grant Thornton, LLP in Chicago. Grant Thornton has experienced record profits and a net revenue increase of $200 million in the three years since he took over the position. Russ has built his reputation for excellence in strategic marketing and planning, brand building, and managing marketing and sales. As partner in charge of marketing, he serves as a member of the firm's National Leadership Team. Russ is also a member of AAM's Advisory Council.

Prior to joining Grant Thornton in 2001, Russ was with PricewaterhouseCoopers for eight years. He began as Director of Marketing for all lines of service within Coopers & Lybrand's Midwest region, and from 1998 to 2001 was the national Director of Marketing for PwC's $400-million middle-market practice.

Before PwC, Russ was National Director of Marketing for a global business valuation firm. Prior to that he served on the other side of the desk, building a series of four startup businesses, and creating successful brands in consumer services, industrial services, and B2B electronic funds transfer. All four start-ups were subsequently sold to strategic investors, and at his last start-up, Russ was interim CEO and raised over $5 million in venture capital.

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*The Association of Accounting Marketing is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. The 500 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.*