



## O'DWYER'S RANKING OF PR FIRMS BY SPECIALTY

April 20, 2005

1. Waggener Edstrom	\$ 75,390,000
2. Text 100*	45,113,292
3. Edelman PR Worldwide	43,908,475
4. Ruder Finn	18,300,600
5. Schwartz Comms.	18,060,408
6. The Hoffman Agency	9,150,000
7. Access Public Rels. LLC	8,560,545
8. The Horn Group	7,000,000
9. Zeno Group	5,110,676
10. Connect PR	3,957,279
11. PAN Comms.	3,874,125
12. William Mills & Assocs.	3,618,006
13. Padilla Speer Beardsley	3,467,486
14. Kaplow Comms.	3,195,220
15. Airfoil PR, Inc.	3,043,267
16. Sterling Comms.	2,800,000
17. Maloney & Fox, LLC	2,680,406
18. PainePR	2,513,063
19. McGrath Power PR	1,980,150
20. Lewis PR, Inc.	1,975,482
21. Dan Klores Comms.	1,739,193
22. Articulate Comms.	1,700,000
23. RFBinder Partners	1,677,000
24. The Bohle Company	1,676,608
25. Stanton Crenshaw Comms.	1,559,000
26. Tech Image LTD	1,445,190
27. Cushman/Amberg Comms.	1,400,000
28. Peppercom	1,219,364
29. M/C/C*	1,200,000
30. KCSA PR Worldwide	1,100,000
31. Spring O'Brien & Co.	1,090,535
32. Townsend*	1,057,686

33. Charleston/Orwig*	\$ 934,598
34. Morrissey & Co.	843,666
35. Schenkein, Inc.	792,758
36. Makovsky & Co.	769,000
37. Bender/Helper Impact	741,778
38. Winning Strategies PR	734,588
39. Gibbs & Soell	666,056
40. Karbo/Fonkalsrud Comms.	637,273
41. Cooper Katz & Co.	627,077
42. Trevelino/Keller Comms.	600,000
43. HLB Comms*	559,552
44. Carter Ryley Thomas	558,450
45. Off Madison Ave*	380,000
46. Marx Layne & Company	378,382
47. McNeely Pigott & Fox	332,258
48. Coyne PR, LLC	320,573
49. Widmeyer Comms.	289,000
50. CTA PR	282,805
51. Patrice Tanaka & Co.	260,050
52. L.C. Williams & Assocs.	249,040
53. The Phelps Group*	249,000
54. Rosica Strategic PR	235,000
55. The Ledlie Group, LLC	224,668
56. Hope Beckham	207,500
57. The Kotchen Group	205,073
58. Cerrell Associates	165,200
59. Clifford PR, LLC	154,813
60. Jackson Spalding	154,220
61. Thorp & Co.	105,471
62. Katcher Vaughn & Bailey	100,000