



MAKOVSKY + COMPANY
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KEN MAKOVSKY OFFERS “MY THREE CENTS” ON COMMUNICATIONS, PUBLIC RELATIONS AND OTHER ISSUES

NEW YORK, NY – February 1, 2006 – Ken Makovsky, the founder and president of Makovsky + Company, one of the nation’s leading global independent public relations and investor relations firms, has joined the ongoing discussion about the communications industry through his new blog, “My Three Cents,” found at: <http://blog.makovsky.com>. In weekly posts, Makovsky will share thoughts and opinions about a wide range of topics, including public relations, investor relations, globalization, and more.

Makovsky said, “In this age of corporate transparency, it is important for public relations professionals, who have traditionally stayed in the background, to participate in open discussion about our profession, the world around us, and how each impacts the other. I am driven to blogging as a way to converse with other thinkers who care about the interplay between societies and people, the essence of which is communication. My first love is communications, communications is my business, but communications alone will not always be my topic.”

The blog went live on January 9, 2006, with an introductory post. A second post titled “The Elephant or the Tiger” recounted Ken’s first-hand experience in India, especially the contrasts among cities and living conditions that reveal a different story behind the nation’s seven percent growth rates.

In that post, Makovsky concluded, “India’s democratic process, felt by some to be a bureaucratic roadblock, does encourage economic investment and hopefully encourages collaboration between American and Indian universities, businesses and regional governments.”

About MAKOVSKY + COMPANY

Founded in 1979, Makovsky + Company (www.makovsky.com) is one of the nation’s leading independent global public relations and investor relations consultancies. The firm attributes its success to its original vision: that the Power of Specialized Thinking™ is the best way to build reputation, sales and fair valuation for a client. Based in New York City, the firm has agency partners in more than 20 countries and in 35 U.S. cities through IPREX, the third largest worldwide public relations agency partnership, of which Makovsky is a founder.