



MAKOVSKY + COMPANY
the power of specialized thinking

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FOR IMMEDIATE RELEASE

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MAKOVSKY + COMPANY AND BOOZ ALLEN HAMILTON WIN GOLD SABRE AWARD FOR BUSINESS-TO-BUSINESS MARKETING

New York, NY – May 16, 2006 – Makovsky + Company announced today that the agency and Booz Allen Hamilton received the 2006 Gold SABRE Award in the Business-to-Business Marketing (New Product) Category, for their campaign, “Why Companies Flourish or Flounder: It’s All About Execution – The Launch of Booz Allen Hamilton’s Organizational DNA, a New Service to Improve Business Execution.”

This is the second time Makovsky, one of the nation’s leading global independent public relations and investor relations firms, and Booz Allen Hamilton, a global strategy and technology consulting firm, have won the top award.

Organizational DNA utilizes a 19-question personality test (www.orgdna.com) to identify the characteristics that enable a firm to succeed or fail, and provides a set of four “building blocks” that unlock a company’s full potential. Harvard Business Review cited it as one of “the breakthrough management ideas of 2005.”

The SABRE Awards, sponsored by the Holmes Group (publisher of The Holmes Report, a leading public relations industry publication), recognize superior achievement in branding and reputation. Gold SABREs recognize the best programs in specific brand-building and reputation management categories with particular emphasis on effectiveness – the ability of the campaign to produce real, measurable results.

Ken Makovsky, the firm’s founder and president, said, “By possessing a deep understanding of the business of Booz Allen Hamilton, the result of a five-year relationship with the firm, we can provide critical and creative insights that advance our client’s business goals. We are quite proud of the partnership with our client, as well as the fact that this marks the second time we have received this prestigious award for our work together.”

Added Michael Bulger, Booz Allen’s director of public relations, “We’re pleased by this recognition of a program that has succeeded in differentiating Booz Allen’s expertise and thought leadership in a highly competitive marketplace. This award reflects the best practice work we have come to know from our relationship with Makovsky + Company.”

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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.