



MAKOVSKY + COMPANY
the power of specialized thinking

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FOR IMMEDIATE RELEASE

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MAKOVSKY + COMPANY NAMES SCOTT TANGNEY EXECUTIVE VICE PRESIDENT

New York, NY – May 31, 2006 – Makovsky + Company, one of the nation's largest independent public relations and investor relations firms, announced today the appointment of Scott Tangney as Executive Vice President in charge of its Financial & Professional Services Practice.

Immediately prior to joining Makovsky + Company, Mr. Tangney served as Executive Vice President, head of the Public Relations Group for Publicis Dialog New York, a unit of Publicis Groupe, S.A. (NYSE: PUB) for more than six years and as EVP, Managing Director for LobsenzStevens, a highly regarded independent public relations firm for 10 years.

Mr. Tangney has more than 20 years of public relations agency experience in helping corporations and financial and professional services firms communicate and market to consumers, businesses, and stakeholders. Scott has created and led dozens of very successful and long running campaigns for financial services clientele including: Principal Financial Group, Coldwell Banker, American Express, Citibank, Goldman Sachs, Progressive Insurance, the euro (European Central Bank), Chase, the World Economic Forum, Jones Lang Wootton, MutualMinds.com, the International Financial Services Association, RE/MAX International and more.

Ken Makovsky, the firm's founder and president, said, "Scott brings terrific credentials to the practice's continuously expanding roster of clients. His strategic know-how, media relations savvy and deep understanding of financial and professional services makes him a real asset to our firm. His hire is indicative of our commitment to the continued growth and development of an already strong and talent-rich practice."

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.

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