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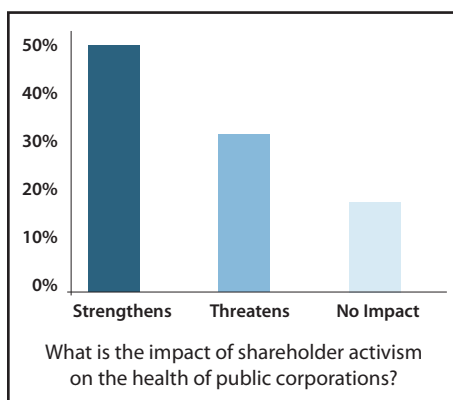
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HALF OF U.S. EXECUTIVES SURVEYED ACKNOWLEDGE THAT SHAREHOLDER ACTIVISM STRENGTHENS PUBLIC CORPORATIONS

*BROAD ACKNOWLEDGEMENT THAT SHAREHOLDER EFFORTS TO CHANGE
POLICY, LEADERSHIP AND STRATEGY IMPROVES PERFORMANCE*

NEW YORK, NY – July 23, 2007 – Although they might admit it only in the anonymity of a confidential query, a new survey shows that a strong plurality of American executives believe that shareholder activism actually strengthens the performance of public companies, as measured by future performance with respect to achieving goals, stock price, overall reputation, and profits.

In the survey, conducted by Harris Interactive® and sponsored by Makovsky + Company, a public and investor relations firm, 50% of those questioned stated that shareholder efforts to change corporate leadership, policy or strategic direction strengthen public companies either a little or a lot. This compared to 32% who said such initiatives threaten corporations and 18% who said they have no impact.



Female executives were more inclined than their male counterparts to view shareholder activism as salutary (60% v. 48%), as were smaller companies with \$1–5 billion in sales. Executives in the high technology industry were most concerned by shareholder activism, with 18% saying the trend threatens the health of public companies “a lot” (compared with just 8% of all respondents who felt that way).

“Today’s shareholder activism, in its most powerful form, has less to do with an annual meeting gadfly than with a giant public pension or hedge fund discretely, but forcefully, expressing its discontent to management and the board,” said Ken Makovsky, president of

Makovsky + Company. “This kind of sophisticated advocacy may indeed be a productive stimulus to change, but only if corporate leadership has built a partnership that allows it to communicate candidly and credibly with shareholders.”

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The survey was conducted online within the United States by Harris Interactive on behalf of Makovsky + Company between May 31 and June 11, 2007 among 284 executives from a broad range of industries, services, locales, and sizes of companies using the Executive Omnibus, a nationwide survey of 150+ leading executives at top U.S. companies with annual revenues of at least \$1 billion. Data from this sample are not weighted and are therefore representative only of the body of individuals surveyed.

With a pure probability sample of 284, one could say with a ninety-five percent probability that the overall results would have a sampling error of +/- 6 percentage points. However, that does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.

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.