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the power of specialized thinking

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KEN MAKOVSKY INDUCTED INTO HALL OF FAME AT PR NEWS PR PEOPLE AWARDS CEREMONY

NEW YORK, NY, November 9, 2007 — Ken Makovsky, president of Makovsky + Company, was inducted into the Hall of Fame at the PR News PR People Awards Ceremony held yesterday at a luncheon at the National Press Club in Washington, DC.

The PR People Awards are conferred by PR News, a 61 year-old reader-supported publication that helps enhance the business impact of PR. Candidates are judged by a blue-chip panel of corporate, agency, and academic executives, as well as by the staff of PR News. Induction into the Hall of Fame represents a Lifetime Achievement Award for pioneers in the PR field.

"The PR News Hall of Fame recognizes outstanding leaders in the PR industry, and out of the box thinkers who take Public Relations to a new level. Ken fits that bill, and we're looking forward to more to come from him and those at Makovsky + Company," said Diane Schwartz, vice president and group publisher of PR News. "In addition to being the founder of a highly-regarded independent public and investor relations firm, Ken has made many great contributions to our industry and is truly deserving of being inducted into the Hall of Fame. He has been a tireless supporter of a variety of causes and has generously donated his time and talent to a number of important human rights, higher education and economic development organizations."

As founder of Makovsky + Company, Ken pioneered the concept of "specialization," and has become an important force in the public relations industry. A founding member of IPREX and the Council of Public Relations Firms, and a member of the Institute for Public Relations, Arthur W. Page Society and College of Fellows, the honorary organization of PRSA, Ken also developed his firm's breakthrough Quality Commitment (QC) Initiative, which has been adopted by numerous companies both in and outside of the public relations field. Makovsky's firm has frequently been recognized by the trade media in a wide variety of categories, ranging from "Best to Work For" and "Most Admired by Peers" to "Top Business-to-Business," "Best Managed," "Top Investor Relations" and "Top Strategic Counseling" agencies.

"I am deeply honored by this recognition and in the knowledge that I join many of this industry's luminaries in the Hall of Fame," Makovsky said. "We in our industry still face many issues, and I intend to continue to work on its behalf to improve such areas as research and measurement, executive development and education, among others."