

PRWeek

AGENCY BUSINESS REPORT 2008

Don't panic at the size of this form!
Not all parts of this questionnaire will relate to your firm.

This form will be used to create the:

PRWeek Agency Rankings, which will be published in PRWeek in April 2008.

Please complete the form and return it to:

Erica Iacono, PRWeek, 114 W. 26th Street, 4th Floor, New York, NY 10001

The form must be signed by your company's chief executive officer or chief financial officer.

Please ensure that all sections of the form are returned in order.
Please attach any additional sheets (if required) with the section it pertains to
clearly indicated at the top of each page.

If you have any questions about the form, contact Erica Iacono at:

Tel: 646-638-6102
Fax: 646-638-6115
E-mail: rankings@prweek.com

Entries must reach us by
February 29, 2008

SECTION 1: PR AGENCY DETAILS

A. Agency name: _____
Address: _____
City: _____
State: _____
ZIP code: _____

B. Agency CEO name: _____
Agency principal name: _____
Agency principal name: _____
Telephone: _____
Fax: _____
E-mail: _____
Contact name: _____
Position: _____

C. Agency CFO/financial director: _____
Telephone: _____
Fax: _____
E-mail: _____

- D. Ownership: (circle one)
- 1 Independent
 - 2 Subsidiary of another PR agency
 - 3 Affiliate of another PR agency
 - 4 Subsidiary of a communications holding company or advertising agency

Parent agency name: _____
Parent company name: _____

E. Contact (person to call if we have questions)
Name: _____
Position: _____
Telephone: _____
Fax: _____
E-mail: _____

F. 2007 fiscal year ends: _____

SECTION 4: REVENUE AND STAFFING BY US LOCATION

Please indicate total revenue, staff and practitioners for all US offices in which you maintain greater than 50% equity ownership. Revenue and staff totals for acquired firms must be included as if the firm were owned for a full year. If number of offices exceeds space provided, please attach additional documentation. **Please complete this section even if your firm has only one office.**

| Office Location | 2007 | | |
|-----------------|--------------|----------------|---------------|
| | Revenue (\$) | Practitioners* | Total Staff** |
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| 11 | | | |
| 12 | | | |
| Total | | | |

| Office Location | 2006 | | |
|-----------------|--------------|----------------|---------------|
| | Revenue (\$) | Practitioners* | Total Staff** |
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| 11 | | | |
| 12 | | | |
| Total | | | |

| Office Location | 2005 | | |
|-----------------|--------------|----------------|---------------|
| | Revenue (\$) | Practitioners* | Total Staff** |
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| 11 | | | |
| 12 | | | |
| Total | | | |

*Estimate equivalent percentages for part-time practitioners and freelancers (i.e., 2 days/week=0.4); ** Total staff includes practitioners plus support/administrative staff and management.

SECTION 5: WORLDWIDE REVENUE BY LOCATION

Please indicate total revenue for non-US offices in which you maintain greater than 50% equity ownership.

Note: Data will be reported by international region.

| Location (City, Country) | 2007 | | |
|--------------------------|--------------------|---------------|--------------|
| | % Equity Ownership | Revenues (\$) | Total Staff* |
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| 11 | | | |
| 12 | | | |
| Total | | | |

| Location (City, Country) | 2006 | | |
|--------------------------|--------------------|---------------|--------------|
| | % Equity Ownership | Revenues (\$) | Total Staff* |
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| 11 | | | |
| 12 | | | |
| Total | | | |

| Location (City, Country) | 2005 | | |
|--------------------------|--------------------|---------------|--------------|
| | % Equity Ownership | Revenues (\$) | Total Staff* |
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| 11 | | | |
| 12 | | | |
| Total | | | |

*Total staff includes practitioners plus support/administrative staff and management. Estimate equivalent percentages for part-time practitioners and freelancers (i.e., 2 days/week=0.4).

SECTION 6: TOTAL GAAP REVENUE

| | GAAP 2007 (including Section 3D totals) | Organic 2007 (GAAP 2007 minus 3D totals) rankings) | Pro Forma 2007 (GAAP 2007 plus 3E totals) rankings) | 2006 (total as reported in 2007 PRWeek) | 2005 (total as reported in 2006 PRWeek) |
|--------------------------|---|---|--|---|---|
| US Revenue | | | | | |
| Non-US Revenue | | | | | |
| Worldwide Revenue | | | | | |

Total US revenues plus rebillables/pass-throughs for fiscal year 2007:

Of the total 2006 worldwide revenues, how much is attributed to corporate or issues advertising media commissions (must be less 10% of total revenues):

Recognizing that today's public relations firms are diversifying their service offerings, we'd like to capture the amount of revenue generated by consumer and business-to-business advertising (must not be included in above Total Revenue data):

SECTION 7: US REVENUE BY PRACTICE AREA

| PRACTICE AREAS | Pro Forma 2007 (from Section 6 above) | 2006 (total as reported in 2007 PRWeek rankings) | 2005 (total as reported in 2006 PRWeek rankings) |
|--|---|---|---|
| Business-to-Business Marketing | | | |
| Community Relations | | | |
| Consumer Marketing | | | |
| Corporate Communications | | | |
| A. Investor Relations | | | |
| B. Financial PR | | | |
| C. Corporate & Issues Advertising | | | |
| D. Crisis Communications | | | |
| E. Employee Communications | | | |
| Public Affairs | | | |
| Social Education | | | |
| TOTAL | | | |

SECTION 8: US REVENUE BY INDUSTRY SECTOR

Please indicate revenue in the following industry sectors and subcategories (optional) for total US majority-owned operations, including revenue of acquired firms for the entire year. Subcategory breakdowns are optional, but the data may be used in supplements and features in *PRWeek*.

| INDUSTRY SECTORS | Pro Forma 2007 (from Section 6) | 2006 (total as reported in 2007 PRWeek rankings) | 2005 (total as reported in 2006 PRWeek rankings) |
|--|------------------------------------|---|---|
| Technology | | | |
| A. Technology Services | | | |
| B. Telecommunications | | | |
| C. Infrastructure | | | |
| D. Consumer | | | |
| E. B-to-B | | | |
| Healthcare | | | |
| A. Pharm/Diag/Clin | | | |
| B. Government | | | |
| C. HMO/Service Provider | | | |
| Consumer/Retail | | | |
| A. Food/Nutrition/Beverage | | | |
| B. Travel & Tourism | | | |
| C. Packaged Goods | | | |
| D. Fashion & Beauty | | | |
| E. Entertainment/Media | | | |
| F. Retail | | | |
| G. Sports/Leisure/Toys | | | |
| Financial Products and Services | | | |
| A. Banks | | | |
| B. Insurance | | | |
| C. Other | | | |
| Professional Services | | | |
| Industrial | | | |
| A. Agribusiness | | | |
| B. Chemical | | | |
| C. Construction/Real Estate | | | |
| D. Transportation | | | |
| E. Utilities/Power | | | |
| A. Technology Services | | | |
| Government/Non-Profit | | | |
| A. Educational Institutions | | | |
| B. Arts/Assoc./Charities | | | |
| C. Government Agencies | | | |
| TOTAL | | | |

SECTION 9: DECLARATION OF AGREEMENT

Firm CEOs/principals and CFOs (where applicable) must read the following statement and sign below.

I am providing the enclosed revenue data about my company, and I confirm that the data are correct to the best of my knowledge. I will direct our accounting firm to cooperate with *PRWeek* if questions arise. I understand that all revenue data submitted are confidential, will only be published if submitted for the purpose of industry rankings, and will be used for no other purpose than for *PRWeek* industry documentation and ranking.

I/we confirm that the information given in this form is accurate.

CEO/Principal Signature

Date

CFO Signature

Date

SECTION 10: CPA STATEMENT (optional)

If you choose to submit a CPA statement, please provide the following statement on accounting firm letterhead signed by a partner/principal of the accounting firm.

We have reviewed the revenue information and staff figures submitted by the above public relations firm and the definition of revenue allowable for *PRWeek* ranking purposes. Because the above review did not constitute an examination in accordance with generally accepted standards, we express no opinion on any of the specified items. In connection with the above, no matters came to our attention that caused us to believe that items referred should be adjusted. This report relates only to the revenue accounts and items specified above and does not extend to the financial statements taken as a whole. It is understood that this report is solely for the rankings and industry documentation prepared by *PRWeek* and not to be used for any other purpose.

While a CPA statement is optional, those firms that do not provide the preceding CPA statement agree to be subject to a possible selection for a random “reverse audit” that will be conducted by an independent CPA of up to 5 percent of those firms not submitting a CPA statement.