

NEWS RELEASE



Editorial Contact:
Beth Smith or Rachel Lufkin
@ (215) 453-8700
publicrelations@simongroup.com

PLEASE REFER TO THIS NUMBER
IN CORRESPONDENCE: **TSG-A-1692**

THE SIMON GROUP NAMED ONE OF TOP PR AGENCIES IN THE US

Sellersville, PA, February 2006 – The Simon Group, a full service, business-to-business marketing communications agency specializing in high tech and industrial accounts, was recently named one of the top PR agencies in the US in PRSourceCode's first annual Top Tech PR Agency Ranking study. The survey, which polled 1,000 IT journalists, ranked PR agencies based on five categories: overall performance; responsiveness; industry knowledge; accuracy of information presented; and value added to the relationship between journalists and the organization represented by the publicist. Agencies were classified as large for those with over 50 employees, medium for agencies with 25-49 employees, and small for an employee count of under 25.

The Simon Group was ranked number one in the category of responsiveness for small agencies, garnering almost 10% of the responses. In addition, the agency ranked among the top five in each of the remaining categories, one of only three companies to do so, and was named second in overall performance among small agencies.

-more-



TSG-A-1692

Beth Smith, executive director of public relations for The Simon Group, said, “We take great pride in building and maintaining our relationships with journalists, and we are very honored to be recognized in this way. As we mark our 20th year in business, we will continue to provide the quality of information, integrity and quick response time that industry journalists, and our clients, have come to expect from us.”

PRSourceCode is a content service provider serving the journalism and public relations communities. Steven Smith, PRSourceCode general manager, said, “Every agency's most important clients are journalists. Agencies and their corporate clients need to understand how agencies are performing in serving journalists. Consistent with our mission, PRSourceCode is founding the Top Tech annual ranking survey to improve the quality of communication between journalists and communications professionals.”

For more information on the study please visit www.prsourcecode.com.

Founded in 1986, The Simon Group, Inc. is an award-winning, full service business-to-business marcom agency specializing in high technology and industrial accounts, particularly in the electronics, instrumentation, military/aerospace, construction, and test and measurement industries. Headquartered in a restored 18th century fieldstone farmhouse in Sellersville (Bucks County), PA, the agency has clients throughout the world. Visit www.simongroup.com.

- 30 -

For more information, please contact Beth Smith, executive director of PR, The Simon Group, 1506 Old Bethlehem Pike, Sellersville, PA 18960. Tel: 215/453-8700; Fax: 215/453-1670; Email: publicrelations@simongroup.com; Web: www.simongroup.com.