

NEWS RELEASE



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THE SIMON GROUP RANKS IN TOP FIVE OF PHILADELPHIA AREA PUBLIC RELATIONS FIRMS

SELLERSVILLE, PA – June 2008 – The Simon Group Inc., an award-winning, full service business-to-business marcom agency specializing in high tech and industrial accounts, was recently ranked fourth out of the 25 top Philadelphia public relations firms by the Philadelphia Business Journal. The listing is part of the reputable Book of Lists, published annually by the Journal, that provides more than 100 rankings in key industries and professions in the greater Philadelphia area.

The listing includes PR revenue billed out of local offices, number of PR employees and total number of employees, the percentage of income derived from PR and the number of clients serviced by each company. The Philadelphia Business Journal ranked the firms based upon the 2007 PR revenue billed.

The Simon Group was the highest-ranking full service agency on this prestigious list, acclaimed as the “area’s business bible” by Philadelphia Business Journal publisher Lyn Kremer.

Marty Simon, president and founder of The Simon Group, said, “Being ranked so high on this list proves how far a great set of people can get you. The commitment and enthusiasm of the agency’s entire team for the work we do here continues to pay off for our company, as well as for our clients.”

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The Philadelphia Business Journal is a publication of American City Business Journals. The Journal is published weekly, with an annual Book of Lists dedicated to providing the greater Philadelphia area with an essential tool for finding the best of the best companies in eight fields of business, including Marketing & Media, which contains the Public Relations Firms list.

For more information on the Philadelphia Business Journal, please visit <http://philadelphia.bizjournals.com/philadelphia/>.

Founded in 1986, The Simon Group Inc., specializes 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 <http://www.simongroup.com/>

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