

NEWS RELEASE

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STANDING PARTNERSHIP CELEBRATES 15-YEAR ANNIVERSARY

Special projects reinforce Standing's commitment to the community

ST. LOUIS (Nov. 16, 2006) – Standing Partnership celebrated 15 years as an independent public relations firm in October, and the company chose to reflect and celebrate all year by putting its talents to good use in the community. Standing partnered with community organizations on “15 Special Projects,” donating resources and expertise to these groups to further their causes and efforts. (*Partners and project descriptions attached.*)

Cathy Dunkin, president and CEO of Standing Partnership, said the company has enjoyed tremendous success in the St. Louis area, and wanted to say, “thank you” in a unique and creative way.

“We chose our 15 projects by looking at where our strengths could really make a difference,” she said. “These projects all are helping organizations with whom we could truly become an effective community partner through the donation of time, dollars and expertise.”

Throughout its existence, Standing Partnership has assisted a number of organizations in the St. Louis area and beyond, and the company also celebrated its 10th anniversary by completing “10 Special Projects.”

One of the “15 Special Projects” – The Black Rep – is an investee of Social Venture Partners, a philanthropic program of The Regional Business Council (RBC).

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Kathy Osborn, RBC executive director, said Standing has contributed more than \$50,000 in in-kind services to the benefit of several local nonprofits through Social Venture Partners. “They are a model of corporate generosity and social responsibility for our region,” Osborn said.

Fair Saint Louis/LIVE on the Levee was another of Standing’s partners this year, and Executive Director Missy Slay said the company was an integral component of the success of the event. “Although (Standing) was donating their expertise and resources to us, we never felt like a pro bono client,” she said. “Senior staff spent countless hours dispensing counsel and executing strategies.”

Dunkin said it all comes down to the company’s values. “Our core values state that ‘when all is said and done, our reputation remains.’ We are committed to giving back to St. Louis and helping the region that has helped us build our reputation and achieve success. What better way to celebrate 15 years of continued growth than through helping our 15 community partners grow their efforts.”

Standing Partnership was established in St. Louis in 1991 with a vision to deliver outstanding client service by fostering strong partnerships with clients and employees. Today, Standing Partnership is a leader in the Worldcom Public Relations Group, an international network of top independent public relations firms with expertise in virtually every industry and on-the-ground support in nearly 100 markets. In 2005, Standing Partnership opened its first satellite office in Portland, Ore.

Standing Partnership is dedicated to moving its clients forward through public relations, strategic communications and issues/crisis management. The firm has expertise in plant and life sciences, education, and tourism and hospitality, and serves clients headquartered in the Midwest, or companies based elsewhere that desire to have a stronger presence in the Midwest. Its client roster includes UniGroup, Inc., Maritz Inc., Monsanto Company, Partnership for a Drug-Free America, Parents as Teachers National Center, Delaware North Companies and other industry leaders.

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Standing Partnership's 15 Special Projects
Community Partners to Celebrate the Firm's 15th Anniversary
Fact Sheet

U.S. Figure Skating Championships – Standing conducted pre-event strategic planning by developing news releases and bylined articles and assisted in the on-site press room at Savvis Center. For more information about this organization, go to: <http://www.usfigureskating.org/>

Westminster College and the Churchill Memorial Museum and Library – Standing generated media coverage for the 60th anniversary of the museum and library, resulting in coverage in local print and broadcast, CNBC's "Chris Matthews Show," and the BBC!
<http://www.westminstercollege.edu/>

St. Louis Children's Hospital – Standing is creating a brochure to educate area schools and other community organizations about St. Louis Children's Hospital's Child Health Advocacy and Outreach initiatives. <http://www.stlouischildrens.org>

MySci – Standing has conducted media relations outreach for this science learning program, generating coverage in the *St. Louis Post-Dispatch*, *Suburban Journals*, on CW11 and on KSDK's "Show Me St. Louis" program. <http://www.mysci.info/>

The Black Rep – Standing is conducting national media outreach to generate interest in the 30th anniversary season of The Black Rep. <http://www.theblackrep.org/site/>

Family Support Network – Standing Partnership will adopt a St. Louis family through the Family Support Network, gathering items to fulfill the family's holiday wish list.
<http://www.familysupportnet.org/>

Rebos – Standing dedicated pro bono time toward helping Rebos, a place for St. Louis teenagers to practice the principles of sobriety and learn real-life skills, including developing a media kit and materials to kick-off the organization's grant-writing campaign.
<http://www.rebos.org/>

Our Little Haven – Standing's team members spent a "half-volunteer day" to help the Our Little Haven staff beautify their garden – pulling weeds, planting mums and trimming tree limbs.
<http://www.ourlittlehaven.org/>

The American Cancer Society – Standing asked a local restaurant to commit a percentage of its sales to the ACS, and Standing employees contributed their own dollars to this cause. The company then matched the contributions of all employees, raising approximately \$1,000.
<http://www.cancer.org/docroot/home/index.asp>

Old Newsboys Day – Standing made a donation to the new Women's Leadership Initiative, and several team members also will volunteer their time on Old Newsboys Day in November, selling newspapers in the company's office park lobbies.

Girls Inc. – Standing team members spent a day assisting at Girls Inc.'s annual end-of-summer carnival, and the company donated several used computers and chairs to Girls Inc.'s North City campus. <http://www.girlsinc.org/>

Fair Saint Louis/LIVE on the Levee – Standing dedicated time to help one of the nation's biggest and best patriotic Fourth of July celebrations communicate a scaling-back of the tradition, enabling organizers to create a new summer long celebration, called LIVE on the Levee. <http://celebratestlouis.org/>

Film Action Oregon – Standing is providing media relations support throughout the year to this Portland, Ore., organization that has been a supporter of independent film in Oregon for the past 14 years. <http://www.hollywoodtheatre.org>

Scholarship – Standing is working with University of Missouri – Columbia to create a new scholarship to help a promising journalism student pursue a career in the communications field . <http://www.missouri.edu/>

KWMU – In addition to the Standing volunteers answering phones during the Fall Fund Drive, Standing has committed to continue and add to its ongoing financial underwriting support of the local St. Louis NPR affiliate. <http://kwmu.org>