

NEWS RELEASE

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THE STANDING PARTNERSHIP WINS NATIONAL COMMUNICATION AWARD

Leading St. Louis Public Relations Firm Earns Award for Publication Excellence

ST. LOUIS (Aug. 24, 2004) – The Standing Partnership recently added another accolade to its list of 2004 honors, earning an Award for Publication Excellence (APEX) from *The Business Communications Report* for “*Neighbors – The Doe Run Company’s 2003 Report to Our Communities.*” One of St. Louis’ leading independent public relations firms, The Standing Partnership conceived and wrote the annual report, published for Doe Run’s Missouri-based Primary Mining and Smelting Divisions and Resources Recycling Divisions. ProWolfe Partners of St. Louis designed the piece.

Managed by Tammy Stankey, senior consultant; Christi Dixon, senior account executive; and Lauren Gretz, assistant account executive, *Neighbors* was honored for the second consecutive year with an APEX, based on its graphic design, editorial content and its overall success in communicating to target audiences.

“We are committed to achieving outstanding results for our clients by ascertaining their goals and creating communication tools and messages that work,” said Stankey. “We’re honored to receive an award that recognizes our strategic efforts.”

In addition to company milestones, the annual report includes location photography, community initiatives and safety statistics. The Standing Partnership worked with Doe Run to gather responses from readers to help develop future publications.

“*Neighbors* was an exciting, challenging project for us because we were charged with balancing technical industry information with interesting stories for community members,” said Dixon.

Now in its 13th year, The Standing Partnership is a member of the Worldcom Public Relations Group, a global consortium of independent public relations firms. A generalist firm, TSP has expertise in life sciences, healthcare, hospitality and education communications. Its client list includes Maritz Inc., Monsanto, St. Louis Mills, McCarthy Building Companies, Delaware North Companies and Ranken Technical College.

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