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NEWS RELEASE

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THE STANDING PARTNERSHIP PROMOTES TWO

ST. LOUIS (Oct. 27, 2004) – The Standing Partnership, one of St. Louis’ largest independent public relations firms, has promoted **Beth Champlin** to account manager and **Ann Smith** to senior account executive.

Champlin joined Standing in 1998 and provides strategic direction for media relations, community relations and direct mail campaigns for a leading pharmaceutical company, McCarthy Building Companies, Ranken Technical College and Maritz Inc.

Smith, who joined the firm in 2002, provides strategic planning, media relations, employee communications and special event support for clients including Maritz Inc., St. Louis Mills, McCarthy Building Companies, Solutia Inc. and Delaware North Companies. Previously, Smith was an account executive at Weber Shandwick in Portland, Ore., providing industry media and analyst relations for several leading technology companies.

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, Standing 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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