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NEWS RELEASE

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THE STANDING PARTNERSHIP NAMES SENIOR ACCOUNT MANAGER

ST. LOUIS (Feb. 11, 2004) – The Standing Partnership recently promoted **Laura McAllister** to senior account manager. McAllister joined the firm in 2000 and previously served as an account manager.

As a senior account manager, McAllister offers expertise and counsel for the development and implementation of strategic public relations programs for several national and regional clients, including Maritz, Ranken Technical College and Solutia Inc.

Prior to joining The Standing Partnership, McAllister served as a financial communications specialist at A.G. Edwards and Sons, Inc. in St. Louis. She received a Bachelor of Science degree in Education and English from the University of Kansas and completed a Master of Arts degree in English at Saint Louis University. McAllister is a member of the Public Relations Society of America.

Now in its 13th year, The Standing Partnership ranks as the St. Louis region's top independent public relations firm, with 16 employees and 2003 revenues of nearly \$2 million, according to audited national industry rankings. The firm is a member of the Worldcom Public Relations Group, a global consortium of independent public relations firms. A generalist firm, The Standing Partnership has expertise in life sciences, healthcare, hospitality and education communications.

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