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## NEWS RELEASE

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**MELISSA LACKEY, STANDING PARTNERSHIP SVP/COO,  
FINALIST FOR INTERNATIONAL AGENCY EXECUTIVE OF THE YEAR AWARD**  
*Only St. Louis Professional Named by PR News for Prestigious PR People Award*

ST. LOUIS (Sept. 26, 2007) – Melissa Lackey, senior vice president and chief operating officer of Standing Partnership, has been named one of four finalists for Agency Executive of the Year by PR News, a leading trade publication.

Lackey is the only St. Louis-area professional among the 53 PR People Awards finalists. The international competition honors executives in the communications, marketing and public relations industries. Nominations are judged by a panel of public relations professionals and staff from PR News.

“Melissa brings a rare combination of talents to agency leadership, providing excellent client counsel and showcasing an unwavering commitment to quality in all areas of the firm,” said Cathy Dunkin, president and chief executive officer of Standing Partnership, a public relations, strategic communications and issues/crisis management firm.

Since 2004, Lackey has led the firm in doubling revenues with significant profit growth. With revenue of \$3.5 million in 2006, Standing was the fastest-growing PR firm in Missouri on the recently announced Inc. 5,000, Inc. magazine’s ranking of the fastest-growing private companies in the United States.

According to Dunkin, Lackey continues to provide the leadership as Standing makes its mark on the Midwest and nationally through expansion in 2006 into new markets in Portland, Ore., and Charlottesville, Va.

“Melissa can always be counted on to provide calm guidance in any situation,” Dunkin said. “She thinks and speaks logically and is one of the best public relations counselors and relationship-builders in our industry.”

Winners will be announced during an awards luncheon on Nov. 8 at the National Press Club in Washington, D.C. Visit [http://prnewsonline.com/awards/prpeople/Finalists\\_2007](http://prnewsonline.com/awards/prpeople/Finalists_2007) to view the list of PR People Awards finalists.

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*Standing Partnership – add one*

*Standing Partnership ([www.standingpr.com](http://www.standingpr.com)) 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 is a member of the Worldcom Public Relations Group, the world's leading network of independently owned public relations counseling firms. St. Louis-based Standing Partnership also has locations in Portland, Ore., and Charlottesville, Va. 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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