

O'Dwyer's Ranking of Technology/Industrial PR Firms

Firm	2007 Net Fees	Firm	2007 Net Fees
Edelman, New York.....	\$88,029,350	Koroberi, Chapel Hill, NC.....	\$603,721
Text 100, New York.....	58,079,827	Lambert, Edwards, Grand Rapids, MI.....	598,096
Schwartz Comms., Waltham, MA.....	19,715,213	Kwitken & Co., New York.....	590,072
Bite Communications, S.F.....	16,000,000	Rhea & Kaiser, Naperville, IL.....	581,451
Access Public Relations, San Francisco.....	13,566,354	Charleston/Orwig, Tallahassee.....	560,457
The Hoffman Agency, San Jose, CA.....	10,100,000	Vollmer Public Relations, Houston.....	559,498
Ruder Finn, New York.....	9,671,628	Ron Sachs Comms., Tallahassee.....	558,625
The Horn Group, San Francisco.....	8,179,000	Moore Consulting, Tallahassee.....	542,815
Shift Communications, Brighton, MA.....	7,948,684	L.C. Williams & Assocs., Chicago.....	517,336
Padilla Speer Beardsley, Mlps.....	6,410,290	The Phelps Group, Santa Monica, CA.....	482,388
Lewis PR, San Francisco.....	6,367,361	Tate Austin Hahn, Austin, TX.....	475,347
Airfoil, Detroit.....	6,295,026	McNeely Pigott & Fox, Nashville.....	385,505
Qorvis Comms., D.C.....	6,264,153	Hope-Beckham, Atlanta.....	337,983
Davies Murphy, Burlington, MA.....	6,074,556	The Rogers Group, Los Angeles.....	317,590
Spark PR, San Francisco.....	5,989,640	Katcher Vaughn & Baily, Brentwood, TN.....	311,957
APCO Worldwide, D.C.....	5,681,924	RL PR & Marketing, L.A.....	287,235
Atomic Public Relations, S.F.....	5,394,013	Jackson Spalding, Atlanta.....	283,629
Merritt Group, Reston, VA.....	5,073,500	HLB Comms., Chicago.....	244,100
Peppercom, New York.....	4,255,421	Zeppos & Assocs., Milwaukee.....	241,274
PainePR, Los Angeles.....	4,233,893	Johnston & Wells, Denver.....	212,940
Shelton Group, Dallas.....	4,140,396	Sawchuck, Brown & Assocs., Albany.....	210,753
Kaplow Comms., New York.....	4,100,000	Cushman/Amberg Comms., Chicago.....	210,000
Pan Communications, Andover, MA.....	4,086,112	Levick Strategic Comms., D.C.....	207,156
Capstrat, Raleigh.....	3,900,000	Hughes, St. Louis.....	205,428
Gibbs & Soell, New York.....	3,778,500	French/West/Vaughan, Raleigh.....	200,000
Sterling Comms., San Francisco.....	3,300,000	The Ledlie Group, Atlanta.....	185,996
Matter Communications, Boston.....	3,300,000	The Kotchen Group, W. Hartford.....	181,873
Dan Klores Comms., New York.....	3,255,000	Landis Comms., San Francisco.....	169,950
S&S Public Relations, Chicago.....	3,209,842	Widmeyer PR, D.C.....	155,000
Stanton Crenshaw Comms., New York.....	3,170,015	JS2, Los Angeles.....	134,531
Launch Squad, San Francisco.....	3,027,574	Godwin Adv., Jackson, MS.....	130,200
Zeno Group, New York.....	2,812,718	v-Fluence Interactive PR, St. Louis.....	105,132
Bader Rutter, Brookfield, WI.....	2,706,221	IW Group, W. Hollywood, CA.....	100,000
Coyne PR, Parsippany, NJ.....	2,306,783	LVM Group, New York.....	96,481
Tech Image, Buffalo Grove, IL.....	2,280,795	Maccabee Group, Minneapolis.....	94,788
M Booth & Assocs., New York.....	2,205,867		
Pierpont Comms., Houston.....	2,185,500		
Trylon Communications, New York.....	2,100,000		
Maloney & Fox, New York.....	2,077,050		
Cubitt Jacobs & Prosek, New York.....	2,000,000		
Allison & Partners, S.F.....	2,000,000		
SpeakerBox Comms., McLean, Va.....	1,957,000		
5W Public Relations, New York.....	1,700,000		
McGrath-Power, Santa Clara, CA.....	1,700,000		
JMPR PR, Woodland Hills, CA.....	1,683,000		
Spring O'Brien & Co., New York.....	1,653,485		
Marx Layne & Co., Farmington Hills, MI.....	1,600,000		
The Bohle Co., Los Angeles.....	1,574,573		
John Bailey & Assocs., Troy, MI.....	1,549,117		
KCSA Strategic Comms., New York.....	1,469,177		
The Bateman Group, San Francisco.....	1,400,749		
Bender/Helper Impact, Los Angeles.....	1,400,000		
CRT/tanaka, Richmond, VA.....	1,327,979		
Rasky Baerlein, Boston.....	1,270,228		
Makovsky & Co., New York.....	1,270,000		
Formula PR, San Diego.....	1,201,011		
Trevelino/Keller, Atlanta.....	1,200,000		
Morris + King, New York.....	1,111,088		
M/C/C, Dallas.....	1,100,000		
Dawson + Murray + Teague, Dallas.....	1,054,262		
Gregory FCA Comms., Chicago.....	1,040,555		
Idea Hall, Costa Mesa, CA.....	1,020,318		
Regan Comms. Group, Boston.....	1,008,000		
Affect Strategies, New York.....	1,006,507		
Landau PR, Cleveland.....	992,283		
Catapult PR, Boulder, CO.....	949,306		
Winning Strategies PR, Newark, NJ.....	919,956		
Roman/Peshoff, Holland, OH.....	905,368		
Richard Dukas Comms., New York.....	900,000		
CooperKatz & Co., New York.....	849,119		
Xenophon Strategies, D.C.....	795,619		
Standing Partnership, St. Louis.....	762,618		
New West, Louisville, KY.....	750,000		
Lane PR, Portland, OR.....	677,584		
Edge Comms., Encino, CA.....	651,280		
Casey Comms., St. Louis.....	637,147		
Linhart PR, Denver.....	636,293		
Dovetail PR, Los Gatos, CA.....	616,377		

TECH PR SOARS: RANKED TO 113 FROM 76

The technology/industrial category of firms in the O'Dwyer rankings jumped from 76 in the 2006 rankings to 113 in the 2007 rankings as more than 40 firms joined the list including 19 with fees of more than \$1 million.

Biggest new entry was Bite Communications of San Francisco, a subsidiary of Next Fifteen Communications Group, with \$16M in fees, taking the No. 4 position after No. 1 Edelman (\$88M); Text 100 (\$58M), and Schwartz Communications (\$19.7M).

Other major new entries included Shift Communications of Brighton, Mass., with \$7.9M in fees; Davies Murphy of Burlington, Mass., \$6M; Spark PR of San Francisco, \$5.9M; Atomic PR, San Francisco, \$5.3M; Matter Communications, Boston, \$3.3M; S&S PR, Chicago, \$3.2M, and Launch Squad, San Francisco, \$3M. Only five firms in the top 25 posted lower fees than the previous year while most of the remaining 20 were up from 10% to 20%.

Waggener Edstrom, No. 1 in tech in 2006 with \$87M in fees, provided a fee total for 2007 but did not break out categories or cities.

Biggest jump in the top 25 was registered by Qorvis, Washington, D.C., which gained 89% to \$6.2M, going from No. 18 to No. 12 in the category. The overall fees of Qorvis were up 27% to \$30.4M.

Other firms with \$1M+ in fees joining the list are Allison & Partners, S.F., \$2M; SpeakerBox, McLean, Va., \$1.9M; Formula PR, San Diego, \$1.2M; Gregory FCA Comms., Chicago, \$1M; HLB Comms., Chicago, \$1M, and Idea Hall, Costa Mesa, Calif., \$1M. Landau PR, Cleveland, had \$992K; Catapult PR, Boulder, Co., \$949K; Winning Strategies, Newark, \$919K; Roman/Peshoff, Holland, Ohio, \$905K, and Richard Dukas Comms., New York, \$900K.