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FOR IMMEDIATE RELEASE

PR NEWS ANNOUNCES FINALISTS IN PLATINUM PR AWARDS

ROCKVILLE, MD, August 4, 2006 -- Allstate, Yahoo!, Edelman and the American Medical Association are among the organizations competing for honors in the 2006 Platinum PR Awards. Presented by PR News, the leading trade publication among communicators, this highly competitive program shines a spotlight on the best practices in the PR profession.

The finalists in this year's awards program include corporations, nonprofits and agencies large and small. The award winners will be announced at an October 18 awards luncheon at the Grand Hyatt in New York and in the Platinum PR Awards Special Issue in October. The finalists were selected in 29 categories including: Annual Report, Cause-Related Marketing, Community Relations, Crisis Management, Email Communications, Employee Relations, Event Marketing, Global PR Campaign, Marketing Communications, Media Relations, PR Firm of the Year, Product Launch and Web Site. View the full list of finalists online at www.prnewsonline.com.

The awards were judged by a blue-chip panel that includes PR executives from corporations, agencies, nonprofits and associations, and leading educators and industry consultants.

"The caliber of entries in this year's program proves that PR is not a "nice to have" department within an organization but a "must have" that positively affects the bottom line and reputation," notes Diane Schwartz, vice president and group publisher of PR News.

PR News' Oct. 16 Platinum PR Issue will profile the top PR campaigns of the year and will serve as a users guide to PR departments of all sizes and missions. Coverage will include profiles of the top innovative campaigns, the smartest communications initiatives and the people behind them. For advertising or sponsorship information, contact Diane Schwartz.

The awards program, sponsored by VOCUS, PR Newswire, Stanton Communications, NAPS, D S Simon Productions, CommCore Consulting Group and BurrellesLuce, is presented by the leading industry publication PR News. The PR News family of products includes PR News, the Platinum PR Awards, PR People Awards, CSR Awards, The 100 Best Case Studies Book, Guidebook to Best Practices

in CSR; Guidebook to Best Practices in Measurement and the upcoming Crisis Management and Media Training Guidebooks and PR News Webinars. For more information, go to www.prnewsonline.com.

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