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**WILLAMETTE MANAGEMENT ASSOC. AWARDS ITS NORTHEAST WORK TO
GIBBS & SOELL PR**

**-- New York Professional/Financial Services Practice
Expansion Continues --**

NEW YORK, August 13, 2008 — Willamette Management Associates, a nationally recognized valuation consulting, economic analysis and financial advisory services firm, has named Gibbs & Soell, Inc. Public Relations its agency of record. Gibbs & Soell will work to promote the firm's Northeast operation and key consultants.

Established in 1969, Willamette Management Associates (www.willamette.com) is regularly recognized as one of the leading professional service firms in the disciplines of business valuation and security analysis, intangible asset and intellectual property valuations, forensic accounting, economic damages/lost profits analysis, and financial advisory services. Recently, Willamette was awarded the Most Active Service Provider Award by the Connecticut chapter of the Association of Corporate Growth. The Firm, whose clients range from substantial closely held companies to multinational corporations, was founded in Portland, Oregon, and now has offices located around the country. Firm executives have also authored some of the more widely read texts within the valuation, ESOP, and ad valorem property tax communities.

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“We are very excited to work with Gibbs & Soell,” said Alan Schachter, managing director of the New York and Connecticut offices of Willamette Management Associates. “I am confident that Gibbs & Soell will work for us to provide a mutually rewarding partnership.”

“It is great to have Willamette as an addition to our professional/financial services clientele, as it allows us to add to the valuable experience that we have in the financial marketing discipline,” added Cos Mallozzi, president and chief executive officer of Gibbs & Soell. “We will continue to build on our successes and provide Willamette with the very best public relations services available.”

Founded in 1971, Gibbs & Soell is the 12th largest independent public relations agency in the U.S. (*O’Dwyer’s* 2008 PR Agency Report). Headquartered in New York City, G&S has full-service offices in Chicago and Raleigh. The agency’s European operation, G&S GmbH, is headquartered in Zurich. Pacific Rim partners include Cosmo PR in Tokyo and Inhere Communications in Beijing and Shanghai. G&S’ Latin American partner is BitnerGoodman. For more information, please visit www.gibbs-soell.com.

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