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CONTACT:  
Marya Pongrace  
212.931.6142  
mpongrace@peppercom.com

**PEPPERCOM MAKES SHORT-LIST FOR *PR WEEK'S* "BEST MID-SIZE PR AGENCY OF THE YEAR" AWARD**

**NEW YORK – January 2, 2004** – For the second time in the firm's eight-year history, Peppercom has been named a finalist for *PR Week's* "Best Mid-Size PR Agency of the Year. "

Peppercom was judged against hundreds of other agencies by top professionals from all sectors of the public relations industry on criteria including: business strategy, client relations and retention, innovations and creativity, and internal initiatives.

"Having bounced back from the technology downturn of the past two years and continued to innovate along the way, we're really proud of this accomplishment," said Steve Cody, managing partner and co-founder of Peppercom. "To think you're one of the best PR firms in the country is one thing. To be recognized as one by a judging panel of your peers is something else entirely."

The winners of the 2004 *PR Week Awards* will be announced during a ceremony scheduled for March 4th at Tavern on the Green in New York City.

**About Peppercom**

Peppercom, Inc. is an award-winning, strategic communications firm headquartered in New York, and with offices in San Francisco, Chicago and London. Its business approach to strategic communications drives new opportunities for clients. In addition to providing innovative public relations, Peppercom is known for its Sales Positioning<sup>SM</sup> and proprietary crisis management program Crisis Rx<sup>SM</sup>, as well as its pioneering role in the CyberCrisisNetwork<sup>SM</sup>. Information about the agency and its unique service offerings may be found at [www.peppercom.com](http://www.peppercom.com).

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