

JOHN L. PICARD NAMED ENTREPRENEUR OF THE YEAR
Picard Builds Success By Building Better Customer / Client Relationships

Murray Hill, NJ, Oct. 20, 2003—John L. Picard, principal of Picard and Company, a marketing firm based in Murray Hill, NJ, has been awarded the **Entrepreneur of the Year Award** from the Morris County Chamber of Commerce.

Mr. Picard received his award at the Chamber's Economic Outlook / Small Business Awards Luncheon. The award is given to a business person demonstrating ingenuity, hard work and innovation in building their business.

Since Mr. Picard established Picard & Company in 1998, the company has provided strategic counsel and marketing services for more than 100 clients ranging from Fortune 500 and world class institutions, like PricewaterhouseCoopers and Merrill Lynch & Company, to middle market and entrepreneurial growth companies.

In addition to helping grow the customer/prospect relationship for companies reaching for the next stage of success, Picard uses virtual partnerships of professionals and specialists to customize and raise the bar for talent and marketing on each client engagement.

With over 25 years of experience in marketing for a wide range of industries, Mr. Picard has held executive positions with companies including Summit Bank, Sanford C. Bernstein & Company and Cowen & Company. (Editor's Note: Biography and photo available upon request.)

ABOUT PICARD & COMPANY

Picard & Company is a strategic marketing group specializing in business development and extending and deepening the client relationship. Blending both traditional marketing, communications and sales tools with the latest web and knowledge technologies, Picard & Company creates programs that help clients grow and connect more powerfully to prospects and customers. For more information, visit www.picardmarketing.com.