



BUSINESS SUMMARY:

Simon Public Relations is the Philadelphia-South Jersey region’s premier boutique public relations agency. A storied 20 years in business has earned the agency a solid reputation for public relations excellence and service.

Strategic public relations planning, media relations, community relations, consumer marketing, corporate communications, internal communications, social media and grassroots publicity are areas of expertise.

CUSTOMERS:

Simon Public Relations’ diverse client base includes government agencies, shopping centers, pharmaceutical and healthcare companies, institutes of higher education, financial services firms, non-profit organizations, arts & culture groups and festivals and professional services firms. Clients include the Philadelphia Water Department, Shire Pharmaceuticals, the Commonwealth of Pennsylvania, Drexel University, DOW Chemical Company, PNC Financial Services Group, Holy Redeemer Health System, Crossroads Hospice and Pennsylvania Real Estate Investment Trust (PREIT).

GROWTH SUMMARY:

Simon Public Relations is analyzing historical performance to best determine staffing and client ratios to position the company to reach a sales level of \$1.5M in 2012.

FYE (in thousands)	2007	2008	2009	2010	2012
Revenue	\$748,000	\$765,000	\$843,000	\$980,500	\$1.5M
Employees	6	7	5	6	7

OVERVIEW:

President Lisa Simon founded Simon Public Relations in 1990 after working at several top firms in Philadelphia. A past president of the Philadelphia Public Relations Association (PPRA) and its 2010 Hall of Fame inductee, Simon is a seasoned PR professional. Simon’s approach to business has earned the agency and its clients many local and national public relations recognitions.

Simon PR has affiliated itself with a handful of notable organizations. In addition to its 20 year affiliation with PPRA, Simon PR is a member of The Women’s Business Enterprise National Council (WBENC), the nation’s leading advocate of women-owned businesses as suppliers to America’s corporations. Simon is a “WBENC Envoy,” an ambassador who advocates for certification.

Simon PR has also been a longtime member of the Chamber of Commerce Southern New Jersey and won the Chamber’s Pinnacle Award as the “Outstanding Small Business” in 2006. In September 2008, Simon PR became the Philadelphia partner of WORLDCOM Public Relations Group, the world’s leading network of independently owned public relations counseling firms. Simon is co-chairing the network’s Travel and Tourism Practice Group.

CERTIFICATIONS:

- Simon Public Relations is nationally certified as a Women’s Business Enterprise (WBE) by the Women’s Business Enterprise National Council: 24236
 NAICS Code: 541820 SIC Code: 8743
 CAGE Code: 4E9G4 EIN: 23-2695019
 DUNS #: 794411017 UNSPSC: 80141614
- Commonwealth of Pennsylvania Department of General Services Woman Business Enterprise: 090331SIMON PU
- City of Philadelphia Minority Business Enterprise Council: 7553038GC
- City of Philadelphia Local Business Entity: 3280
- State of Delaware Certification Office of Minority and Women Business Enterprise: DE0705873
- State of New Jersey Women and Minority Business Certification: 49527-15

CONTACT:

Simon says: Do it right.

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