



PROFESSIONAL SERVICES MARKETING, INC.

Targeted Strategies for Business Growth

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Professional Services Marketing, Inc. Adds Three New Members to its Marketing Consulting Team

New team members expand the company's outsourced marketing department service offerings

MINNEAPOLIS (June 28, 2006)—Professional Services Marketing, Inc. (PSM) has expanded its marketing team, adding three new members to assist PSM in serving as the outsourced marketing department for its clients. Robin Hicks and Carol Skjegstad join the PSM team to provide strategic marketing, public relations and project management support to clients; Michelle Miller joins PSM as the team administrator to support the team in serving clients.

PSM President Terrie Wheeler is pleased with the additions to her firm: "As PSM continues to grow and provide outsourced marketing department services to more professional services firms, we must continue to attract the best and the brightest professionals in the industry to drive results for our clients. I am extremely pleased with the caliber of our new team members and know that with their experience, we can continue to expand the number of clients for whom we can cost-effectively serve as the outsourced marketing department."

Robin Hicks, currently pursuing her master of business administration at the University of St. Thomas, has more than 16 years of marketing and public relations experience in the software, consumer products and services, entertainment, government, and non-profit areas. Hicks joins PSM to manage strategic public and media relations for clients and will also serve as a project manager.

Carol Skjegstad brings more than 15 years of marketing experience to PSM clients. In her role as project manager she will focus on marketing strategy, planning and implementation. Skjegstad has an MBA from Cardinal Stritch University.

Michelle Miller joins PSM with more than eight years of office management experience to support team members and clients with administrative projects.

About Professional Services Marketing, Inc.— Professional Services Marketing (PSM) is a consulting firm dedicated exclusively to working with professional services firms.

Founded in 1996 by marketing veteran Terrie Wheeler, PSM's goal is to help professional services firms and individual professionals develop and implement creative, cost-effective and results-oriented strategies to grow their business.

PSM helps clients drive revenue into their firms by applying a comprehensive approach to strategic marketing within "The Four Pillars of Marketing:" expanding relationships with existing clients, attracting new clients, increasing name recognition and awareness, and utilizing targeted and effective communications.

PSM's marketing professionals work as a cohesive team; ensuring clients receive the best possible service and expertise to match their unique, strategic marketing needs. The Professional Services marketing team serves clients in the areas of business and marketing strategy development, marketing project management, market research, graphic design, copywriting, Website development, and public and media relations.

Professional Services Marketing represents clients in the legal, financial, business consulting, education, healthcare, human resources, non-profit, technology, and other service industries. For more information, visit www.psm-marketing.com.

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