

For immediate release

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Louisiana's Largest Accounting and Consulting Firm Wins National Awards for Marketing Initiatives

Postlethwaite & Netterville (P&N) is proud to announce its selection for two Marketing Achievement Awards from the Association for Accounting Marketing (AAM). P&N was recognized for its distinction in the categories of "Recruiting Campaign" and "Non-Print Ad" at AAM's Annual Summit held earlier this month in Chicago.

The first award was in the category of recruiting initiatives. As part of the firm's strategy to recruit and retain top young professionals, P&N hosts an end-of-summer event for interns that rewards them for their contribution to the firm and leaves them with an understanding that P&N offers a unique work environment. Last summer's event featured a challenging and fun team competition that reinforced the firm's mission and values through a series of activities, including a private tour of the new Alex Box Stadium at LSU. A photo of the intern event leadership team is attached to this release.

The second award was in the category of non-print advertising. P&N worked with an outside creative group to develop a video advertisement that would convey the firm's innovative spirit and support for new and growing businesses. The commercial can be seen at <http://www.youtube.com/watch?v=tN6Jy2EuSII>.

AAM is a national organization of accounting marketing professionals. Members come from Big Four firms and other national, regional, and local firms. AAM's mission is to support, educate, and connect marketing professionals in the accounting industry. More information about AAM and the awards can be found at <http://www.accountingmarketing.org/press.asp>.

Postlethwaite & Netterville (www.pncpa.com) serves privately held and public companies, non-profit entities, and individuals throughout Louisiana and the U.S. from its multi-office locations. The firm offers a full range of diversified services, including audit and assurance, internal audit and controls consulting, tax planning and preparation, business process reviews, small business consulting, litigation support, financial and business planning, business valuations, and technology consulting.