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FOR IMMEDIATE RELEASE

President of Association for Accounting Marketing, Named One of 100 Most Influential People in Accounting for 2004

Kansas City, MO – *December 7, 2004* – Sally Glick, President of the Association for Accounting Marketing (AAM), has been named to *Accounting Today's* list of Top 100 Most Influential People in Accounting for 2004. Glick, who has spent over 20 years in accounting marketing, currently is Chief Marketing Officer at J. H. Cohn, LLP. It is rare that anyone who is not a CPA is named to this list.

Glick noted that "In recent years, it has become a tradition to name AAM's President to *Accounting Today's* list of influential people. I am personally happy and flattered—and also very proud of the role AAM played in this achievement. I think that says a lot about how much AAM's role as a resource for accounting marketers contributes to the success of accounting firms of all sizes and across all regions."

Glick went on to say she considers the fact that AAM member firms make up over 75% of the firms named to Public Accounting Report's annual list of top 100 firms a tribute to the strides the association has made in becoming a key player in the accounting marketing industry.

For more information, please contact AAM headquarters at 816.221.1296 or visit us on the Web at www.accountingmarketing.org.

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The Association for Accounting Marketing is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. The members are comprised of marketing professionals, CPAs and consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers.