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## **FOR IMMEDIATE RELEASE**

### **Lee Peretz Honored As Rookie of the Year at Association for Accounting Marketing Annual Summit**

Kansas City, MO – June 7, 2007 – Lee Peretz was honored as the 2007 Association for Accounting Marketing (AAM) Rookie of the Year at the 18th Annual AAM Summit on June 7, 2007. Peretz was honored for the “extra mile” he has gone in contributing to the success of his firm in the first two years of his marketing role. Peretz joined Grassi & Co., CPAs in 2006 and serves as Marketing Coordinator for the firm. He carries out a broad scope of marketing tasks including: working on marketing plans and budgets; public relations; writing, including articles and newsletters; creating collateral materials; website content; promotional items; printing; market research; special events and trade shows; branding; advertising; and other internal and external communications.

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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.*