

For Immediate Release

**Contact: Laura Snyder
Director of Marketing
Porter Keadle Moore, LLP
lsnyder@pkm.com
404-420-5916**

Porter Keadle Moore, LLP Honored for Marketing Achievement

Firm Received Awards in Four Categories at National Conference

June 15, 2004 – Atlanta, GA – A state-of-the art electronic brochure, a high-response rate client satisfaction survey, an effective sales presentation, and an innovative seminar earned Porter Keadle Moore, LLP (PKM) four Marketing Achievement Awards from the Association for Accounting Marketing. The firm received top honors in four out of 19 categories last week in Las Vegas at the Association's 15th Annual "AAM Marketing Summit 2004: Odds on Excellence."

Over 150 entries were judged by esteemed marketing professionals and educators in two groupings: firms over 75 professionals, and firms under 75 professionals. "PKM has demonstrated that even small firms can have an impact," said Phil Moore, PKM Managing Partner, whose entries competed in the small firm grouping. "Because of our relatively small size, we do not have a large marketing budget. Instead, we concentrate on doing the right things and doing them well."

One example of this is PKM's award-winning electronic brochure. Released in January of this year, the electronic brochure brings the firm, its employees and its clients to life in the marketplace. PKM worked with a small local multi-media design firm, T. Gardner Design, to create a professional multi-media presentation showcasing the firm's services, industries and work environment. The complete brochure is distributed via CD-ROM and individual video clips are used throughout the firm's website (winner of a 2003 Association for Accounting Marketing - Marketing Achievement Award).

In the other categories, the firm's client satisfaction survey generated a 54% response rate and outstanding results; the newly updated sales presentation incorporates a new look-and-feel and solidly demonstrates the benefits of working with PKM; and finally, the seminar, conducted jointly with Powell

Goldstein Frazer & Murphy and The Bankers Bank, provided a means of education for S Corporation banks throughout the Southeast.

About Porter Keadle Moore, LLP

Porter Keadle Moore, LLP (PKM) is a full-service accounting and consulting firm based in Atlanta, Georgia. Currently the 20th largest CPA firm in Atlanta with seven partners and 50 total staff, PKM offers accounting, auditing, tax, and management and information technology consulting services to community banks, the insurance industry, medical practices, residential homebuilders and other closely held businesses. For more information visit www.pkm.com or call 404-588-4200.

About the Association for Accounting Marketing

The Association for Accounting Marketing (AAM) is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. Members include marketing professionals, certified public accountants and consultants, vendors, educators and students who seek to expand the business of public accounting. AAM promotes continuing education and the highest professional and ethical conduct. For more information visit www.accountingmarketing.org or call 816-221-1296.

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