

Contact: Lyne Noella
Chief Marketing Officer
Stonefield Josephson, Inc.
Tel: 310.566.4327
lnoella@sjaccounting.com

1620 26th Street, Suite 400 South
Santa Monica, California 90404
www.sjaccounting.com

Accountants Rev Up Harleys, Hit the Beach, Rescue Greyhounds to Gear Up for Work with Public Companies

For immediate release

Santa Monica, Calif.—April 06, 2004—“This new marketing campaign is the last thing you would expect from an accounting firm,” says President Jeff Garrison of Stonefield Josephson, a California-based certified public accounting and business advisory firm. This accounting firm’s direct mail campaign, geared to the executives and boards of public companies, features accountants revving up Harleys, riding skateboards, sharing a quiet moment with a rescued greyhound, building sandcastles, toting a surfboard, and reveling in art. “Our campaign shatters the myth that accountants are boring,” says Garrison. The direct mail campaign, produced by Chief Marketing Officer Lyne Noella, was kicked off in March. Garrison says that the campaign has already resulted in new business.

Noella produced the campaign to boost business with public companies and differentiate Stonefield Josephson from the competition. “Our edge rests in our people. Each direct mail piece shares the accountant’s personal interests and client-service philosophy.” Noella says that, in a Sarbanes-Oxley environment, Stonefield Josephson can offer an appealing alternative to Big Four accounting firms. She adds that Stonefield Josephson’s work for roughly 100 public clients accounts for about one-quarter of the accounting firm’s total business.

The Stonefield Josephson campaign extends beyond the direct mail pieces, according to Noella. “We also have a special homepage on our website that is dedicated to public company

executives and boards. We have an email marketing campaign going out to securities lawyers, investment bankers, venture capitalists and other consultants to public companies.” The firm also secured an “800” number to encourage public company executives to respond to marketing materials. “We anticipate that our direct mail campaign will run for a minimum of eight months, with contact to public companies at least once per month. We are also telemarketing to public companies to offer special board education seminars on topics such as Top 10 Questions to Ask Your Auditors,” says Noella.

Stonefield Josephson Inc. is a California-based certified public accounting and business advisory firm founded in 1975. The 100-person firm serves public and privately held clients throughout the United States and internationally from four California locations: Santa Monica, Irvine, San Francisco and Walnut Creek. Services include assurance/accounting; business consulting (profit enhancement; finance sourcing; mergers and acquisitions; family-owned business; succession planning; executive incentive compensation; business plans and budgeting); business valuation; financial recovery; forensic services; litigation support; public companies services; and tax services.

(###)