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Stonefield Josephson Launches Advertising Campaign

For immediate release

San Francisco—November 12, 2003—Stonefield Josephson, a California-based certified public accounting and business advisory firm, has launched the first phase of a new advertising campaign, according to Lyne Noella, the firm’s chief marketing officer. Noella says the campaign, which broke on October 31 in the *San Francisco Business Times*, was created to heighten awareness of Stonefield Josephson in the Northern California market. “This advertising campaign is part of a strategic plan for growth in Northern California. Specifically, we aim to attract quality merger candidates and new clients.” Noella says that Stonefield Josephson is engaged in discussions with several potential merger candidates. Stonefield Josephson, a firm of 100 people and four offices, is located in Southern California as well as in San Francisco and Walnut Creek, California.

The full-color campaign, which features the firm’s slogan, “We Pay Attention,” is slated to run in the *San Francisco Business Times* through January 2004. Noella says that a more comprehensive media buy is planned for the balance of 2004, including a presence in the *East Bay Business Times*. A cougar, a tiger and a cheetah appear in the ads “to capture attention and to visually convey our commitment to pay attention,” says Noella. “If you’re a big cat and don’t pay attention, you don’t eat. Accountants face the same dilemma. Excellence in client service means thoughtful attention to the big picture as well as the details.” Follow-up ads will

feature Stonefield Josephson partners with the “We Pay Attention” slogan.

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 locations: Santa Monica, Calif.; Irvine, Calif.; San Francisco and Walnut Creek, Calif. 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 consulting and compliance.

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