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RANKING AZ 2006 GIVES THE LAVIDGE COMPANY #1 SPOT *Agency Receives Honor for Second Year in a Row*

Scottsdale, AZ (March 24, 2006) – For the second consecutive year, The Lavidge Company's public relations department ranked first in the public relations category in *Ranking Arizona, The Best of Arizona Business 2006* for firms under nine PR professionals.

The Lavidge Company, a Scottsdale based full-service agency, attributes its number one ranking to its client successes. "Public relations is an essential part of any company's success," said Alicia Wadas, director of public relations at The Lavidge Company.

The public relations team of eight prides themselves on knowing their clients' business, inside and out. "Each client has specific goals and we make sure to understand their business in order to accomplish these goals," says Wadas. A few of the public relations clients include Discount Tire, DriveTime, Esscentual Brands, and Staubach Arizona.

Strategic planning and precise implementation of extensively researched public relations plans drive the public relations team at the Lavidge Company. When asked to explain the drive behind the agency's second consecutive first place ranking, Wadas remarked, "The level of expertise brought forth by the PR department gives the company its repertoire, but it's the attitude and energy within the team that gives The Lavidge Company their number one ranking."

About The Lavidge Company

The Lavidge Company is a locally owned and operated full-service advertising, public relations, consulting and marketing communications agency. Since 1982, The Lavidge Company has specialized in developing brand positioning for products and services. Highlights of the agency's client base include Realty Executives International, Bashas', Special Olympics Arizona, Esscentual Brands, Phoenix Suns, Meritage Active Adult communities, Arizona Diamondbacks, Cachet Homes, Phoenix Mercury, and McDonald's. The Lavidge Company offices are located at 6263 N. Scottsdale Rd., Suite 190, Scottsdale, AZ 85250. More information on the agency can be found at www.lavidge.com.

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