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For Immediate Release

SGW Appoints Lee C. Makofsky Public Relations Account Supervisor

Montville, NJ. – August 2, 2011 – SGW Integrated Marketing Communications today announces the appointment of Lee Makofsky to the position of Account Supervisor at Compass|SGW, the company’s public relations business unit. Makofsky, 28, brings to SGW six years of public relations experience in consumer food, lifestyle, and B2B focused accounts. In her new role at SGW, Makofsky will be responsible for overseeing several new and existing accounts.

“Lee brings an impressive background in the consumer food and lifestyle markets, and has a strong base in planning and developing comprehensive public relations programs,” said Patrick Brightman, Executive Vice President of Public Relations at Compass | SGW. “We are very pleased to bring her significant agency experience and insightful attitude to SGW.”

Most recently, Makofsky served as Account Supervisor at The Bender Hammerling Group for six years, serving food and lifestyle clients that included Vlasic Pickles, Welch’s Fruit Snacks, lia sophia, and Hungry-Man Frozen Meals. She began her career at The Bender Hammerling Group as an intern during her senior year of college and secured a full-time position at the agency upon graduation.

Lee is a graduate of Montclair State University, where she earned a Bachelor’s degree in Communications Studies with a concentration in Public Relations.

About SGW

SGW Integrated Marketing Communications, founded in 1986, is an award winning, full-service agency with expertise in research, creative, design, website design, development and hosting, online promotion, public relations, media planning, video and multimedia production. SGW is headquartered 25 miles outside NYC in Montville, NJ. For more information, visit www.sgw.com.

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