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For Immediate Release

New GRF Human Resources Web Page Creates Greater Openness to Client and Accounting Community

BETHESDA, MD, February 10, 2006. Accounting firm Gelman, Rosenberg & Freedman has launched a new feature on its web site, a Human Resources clearinghouse of information, which should be of interest to clients, prospects and potential employees, alike.

“The guiding force behind this initiative was to create a greater sense of openness within our community,” says GRF President David Graling. “We’re no more successful, nor friendly than we were, well, two months ago. We’re just more aware of how important it is to communicate this information to our clients and job prospects who may be entering (or already within) the accounting industry and are looking for a place to utilize and develop their talents.”

The Human Resources and Marketing Departments collaborated to develop images and language, which they believed best represented the internal culture and guiding philosophy of the firm. “Obviously our clients are searching first and foremost for quality audit and tax services. They want to be sure they’re receiving the highest level of service possible,” explains Joe Kovacs, GRF Director of Marketing. “But familiarity breeds a certain level of comfort and we hope that by sharing information about our values and philosophy, even including images of our people, we’ll let our clients and prospect know what motivates our approach to each engagement and why we strive to be the best CPA firm in the region.”

In addition, the new Human Resources section contains benefits information for accountants who may want to know what Gelman, Rosenberg & Freedman, CPAs offers them as a potential employee. For example, the Human Resource section explains how the firm awards \$2,000 to every accountant who passes the CPA exam. “This is both a

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motivator and a reward,” says Graling. “We want the people who work for us to be the most qualified accountants in the industry, because this helps us win the loyalty and trust of our clients. At the same time, we want our staff to know we understand the commitment and hard work it takes to achieve such an accomplishment, and we will recognize it.” The firm offers free CPA exam courses and CPE opportunities for its accountants, and a competitive benefits package for all employees, which the leadership believes makes Gelman, Rosenberg & Freedman an outstanding place to work.

The Human Resources section of the web site is part of a greater redesign process the Marketing Department currently is managing for the firm. In coming months, the department hopes to create greater transparency between our core mission and practice, and those viewers who visit the firm’s web site for the first time and hope to learn more about what makes Gelman, Rosenberg and Freedman the firm it is.

Bethesda, MD-based Gelman, Rosenberg & Freedman, CPAs (www.grfcpa.com) has been part of the Washington, DC metropolitan community for 25 years. The firm provides accounting, auditing and consulting services to an extensive client base of nonprofit organizations, for-profit corporations including government contractors, research and development firms, retail businesses, professional service firms, partnerships, trusts, and individual clients. GRF is a full-service large local accounting firm with national and international affiliations.

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