



PRESS RELEASE

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**Jeff Wilde, Associate Principal
(212) 725-6800 or hwilde@smwinc.com**

Shen Milsom & Wilke, Inc. Moving Up the List of Hot Firms in 2002

Shen Milsom & Wilke's position among the fastest growing architecture, engineering, and planning firms jumped within the last 12 months. Based on Zweig White's 100 Hot Firms list, Shen Milsom & Wilke moved up to number 57 from number 75 on the 2001 list.

This tremendous growth is attributable, in part, to the company's expansion into multiple disciplines, including multimedia, acoustics, audiovisual, telecommunications, and trading floor design. Expanding its presence and market penetration in key business sectors such as education and healthcare also fueled Shen Milsom & Wilke's growth.

"Our realistic and practical approach to technology solutions is key to client satisfaction," says Fred Shen, president. "That pragmatism in the complex and confusing world of technology, coupled with our solid and reliable approach to acoustic design, allowed us to serve more clients in more ways within the past three years."

The 100 Hot Firms listed in the Zweig Letter (www.hotfirm2002.com), published by management consulting firm Zweig White, were selected based on the sustained growth (over a three-year period) of U.S. firms in business before or as of January 1, 1998 and with gross revenues of \$1 million or more. They represent a range of firm sizes and areas of expertise. The winning firms had revenues from \$13 million to almost \$2 billion. Rankings were based on percentage of growth and dollar growth, giving small and large firms an equal opportunity to be recognized.

One of the prevalent themes at a conference held recently in Boston to honor those selected for the Hot Firm 2002 list was the importance of offering "something new"—services, products, and approaches that are new, including innovative ways to serve your market. Sometimes the "something new" boils down to a new way of marketing your company, a new way of serving existing clients, or even a new way of inspiring your employees.

Mr. Shen stressed the importance of Shen Milsom & Wilke's employees in the firm's growth. "Our employees are empowered to make front-line decisions and are at the forefront of providing innovative solutions to clients," he said. "For instance, one of our designers recently worked with a major higher education institution to design a systems control feature that allows a professor, upon log-in in any lecture hall on campus, to call up his or her personalized profile for conducting multimedia presentations."

Other characteristics of Shen Milsom & Wilke's corporate organization and policies are typical to many of the Zweig White Hot Firms. These include an organizational structure based around clients, a solid strategic planning process that involves staff as well as management, and open financial policies that give employees the information and tools they need to do their jobs well.

About Shen Milsom & Wilke, Inc.

Shen Milsom & Wilke, Inc. (www.smwinc.com) is an international audiovisual/multimedia, telecommunications, trading floor, and acoustical consulting firm. It provides design, engineering, and consulting services to building owners, architects, engineers and contractors. The firm has experience in new building and renovation projects including corporate headquarters, office towers, convention and training centers, airports, hotels, hospitals, theaters, broadcasting and recording studios, as well as financial, government and educational facilities. Shen Milsom & Wilke has a worldwide staff of 130 with offices in New York, Princeton, N.J., Washington, D.C., Chicago, San Francisco, Houston, Denver, London and Hong Kong. It has been in business since 1986 and was named one of the 100 fastest growing A/E/P and environmental consulting firms in the nation by Zweig White & Associates.