

the holmes report

SPRING 2001

Clients' Guide to PR Firms 2001

Strategic Counseling Agency of the Year:

Kekst & Company

From AOL-Time Warner to Seagram-Vivendi to Pharmacia & Upjohn-Monsanto, Kekst & Company continues to be the leading player in the mergers and acquisitions business, topping Corporate Control Alert's list of M&A advisors yet again and demonstrating—as if further proof was needed—its unequaled ability to work closely with investment bankers and attorneys as part of a high-level strategy team. But as always, Kekst's portfolio of business continues to evolve to meet the new challenges facing major corporations. The firm has worked closely with a host of domestic and foreign companies playing a central role in global consolidation, and added a significant number of new economy companies to its client roster.

But the greatest strength of the firm continues to reside in its ability to counsel management through "special situations" including restructurings, bankruptcies, management transitions, earnings disappointments, labor disputes and litigation. In addition to the M&A work detailed above, the firm handled demutualizations at MetLife and John Hancock, and bankruptcy assignments for Owens Corning, Grand Union, and Stone & Webster. Other major clients—who work with Kekst for ongoing investor relations and corporate positioning—include some of the biggest names in American business: Coca-Cola, General Motors, PricewaterhouseCoopers, Goldman Sachs, and Kohlberg Kravis & Roberts.

Kekst achieves sustained excellence through a very simple formula: it hires the best and holds on to them, leveraging their experience in the field and accumulated knowledge, delivering to clients insight and judgment that no other firm can match. The firm's top five partners—Gershon Kekst, James Fingerroth, Larry Rand, Bob Seigfried, and Jeff Taufield—have worked together for more than 30 years, and 14 partners have been with the firm for more than a decade.