



Freed Maxick & Battaglia, PC
Certified Public Accountants

Press Release

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Freed Maxick & Battaglia, CPAs Marketer Eric Majchrzak Honored as "Rookie of the Year" by Association for Accounting Marketing

Buffalo, NY- Eric Majchrzak, marketing coordinator of Buffalo-based Freed Maxick & Battaglia, CPAs was honored nationally as "Rookie of the Year" by the Association for Accounting Marketing (AAM) at the 17th Annual AAM Summit held June 15, 2006 in Denver, CO. Mr. Majchrzak was honored for the "extra mile" he has gone in contributing to the success of his firm in the first three years of his marketing role. Some of the notable accomplishments recognized for the award included several marketing campaigns he developed and managed, including firm website initiatives and development of local and regional radio media campaigns to market the firm's professional accounting, tax & consulting services. He was nominated by his firm and was selected by a distinguished panel of accounting marketers throughout the U.S. Mr. Majchrzak was chosen from a national pool of individuals with three, or less, years of accounting industry experience.

Mr. Majchrzak joined Freed Maxick & Battaglia, CPAs in 2003 and is responsible for managing firm marketing communications, business development efforts, lead generation programs, website and industry niche marketing. Overall, Eric has 15 years of experience in marketing and business development, most of which is in broadcast media sales and commercial finance marketing. Mr. Majchrzak graduated from the State University College at Buffalo in 1991 with a B.S. in Business Administration.

About Freed Maxick & Battaglia, CPAs

Freed Maxick & Battaglia, CPAs is the largest public accounting firm in Western New York and a Top 100 Firm in the U.S. Freed Maxick provides audit, tax and consulting services to private and public (SEC) companies with multiple-state and international operations. The Firm specializes in a variety of industry groups, including healthcare, manufacturing & distribution, not-for profits, agribusiness and governmental. Offices are in Buffalo, NY (headquarters), Batavia, NY; Rochester, NY; LeRoy, NY and Warsaw, NY. Visit www.freedmaxick.com.

About the Association for Accounting Marketing

The Association for Accounting Marketing is a national association formed specifically to address the growing marketing needs of public accounting firms. Its membership includes over 700 marketing professionals, CPAs and consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers. Visit www.accountingmarketing.org.

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