

**ABSOLUTELY****PUBLIC****RELATIONS**<sup>®</sup>

And Marketing Services

3343 S. Nelson Ct., Lakewood, CO 80227

(303) 984-9801

fax (303) 986-4630 cell (303) 669-3558

E-MAIL maggie@absolutelypr.com

http://www.absolutelypr.com

**Foster Wheeler Environmental Corp.  
Media Value for Mary J. Gearhart Campaign – Updated 7/26/02  
“Key Executive” Announcement**

<i>Publication</i>	<i>Readership</i>	<i>“AVE”-Open Rate</i>
The Denver Business Journal 12/28/01	33,942	\$ 308.46
Intermountain Jewish News 12/28/01	114,500	\$ 345.10
Denver Daily Journal 12/24/01	7,912	\$ 87.50
Rocky Mountain News 12/28/01	739,679	\$ 450.00
Denver Post 1/14/02	721,350	\$ 487.50
Denver Post 1/21/02	721,350	\$ 162.50
Colorado Construction 2/2002	27,885	\$ 333.69
Colorado Woman News 7/2002	68,700	\$1,023.05
<b>TOTAL TO DATE</b>	<b>2,435,318</b>	<b>\$3,197.80</b>

***Additional Exposures – not rated due to unavailable rates and/or relevant circulation figures***

Defense Cleanup 1/25/02	5-inch “People on the Move” piece with complete information, including contact phone and e-mail data (subscriber only newsletter)
WomenofColorado.com 1/9/02	Mary Gearhart bylined article – approx. 800 words – posted to the website 2/4/02
HoustonChronicle.com 1/7/02	website: 1,350,000 visitors per month
CBSMarketWatch.com 1/7/02	website: 3,214,000 visitors per month
Hoovers Online 1/7/02	website: 1,000,000 visitors per month
WorldNews.com 1/7/02	figures unavailable
worldenvironment.com 1/7/02	figures unavailable
PRWeb 1/11/02	figures unavailable
PCQuote.com 1/7/02	figures unavailable
Yahoo!Finance.com 1/7/02	figures unavailable

***Media that showed interest***

	<i>(circulation figures)</i>
Community Business Journal (Loveland)	10,000

***Media Pitches in January 2002***

		<i>(circulation figures)</i>
Denver Business Journal 1/4/02	Professional Woman Angle	14,882
Denver Post 1/4/02	Professional Woman Angle	315,000
Rocky Mountain News 1/4/02	Professional Woman Angle	323,000
Zenith Woman 1/4/02	Professional Woman Angle	NA
Women’s Magazine (Colo) 1/4/02	Professional Woman Angle	NA
Chicago Tribune 1/14/02	Professional Woman Angle	675,874 (M-F)

574,443 (Sat)  
1,010,704 (Sun)