

August 1, 2004

### **Pendulum Management Company wins APEX 2004 Award of Excellence**

Charlestown, Ind. – Pendulum Management Company has been awarded the APEX 2004 Award of Excellence in the Print Ads and Advertorials for the 2-page ARMS advertorial that was run in the January 2004 Business Facilities magazine.

APEX 2004 -- the 16th Annual Awards for Publication Excellence -- is an international competition that recognizes outstanding publications from newsletters and magazines to annual reports, brochures and Web sites.

According to the APEX 2004 judges, "The awards were based on excellence in graphic design, quality of editorial content and the success of the entry in conveying the message and achieving overall communications effectiveness."

#### About the APEX Awards

The APEX Awards for Publication Excellence is an annual competition for writers, editors, publications staff and business and nonprofit communicators. It is sponsored by Communications Concepts, Inc., publishers of business communication reports, including Writing That Works, a subscription monthly for professional communicators, and special reports on topics such as Writing for the WEB.

In the Sixteenth Annual APEX Awards, awards were given in 109 communications categories, in 11 main categories including: newsletters; magazines and journals; magapapers and newspapers; annual reports; brochures, manuals and reports; video and electronic publications; Web and intranet sites; campaigns, programs and plans; writing; design and illustration; and special publications.

Pendulum Management Company is an asset management company and has proven success at maximizing the value of government assets and technology. The Pendulum team has transitioned several government real estate assets into revenue generating facilities while reducing the cost of ownership to the government and creating business opportunities for commercial companies to accelerate their growth.