

PR WEEK

NEW YORK: Jericho Communications has added four new accounts worth more than \$1 million in fee income: **DietSmart.com**, an online destination for nutrition and fitness information; **FreeRide.com**, a Web site that awards visitors with points redeemable for CDs and movie tickets; **HomeJupiter.com**, a site for home renovation and building; and **FindWhat.com**, which markets performance-based online advertising services. FindWhat was previously handled by Mindset Communications; DietSmart shifted to Jericho from Environments PR; and FreeRide previously worked with FitzGerald Communications.