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**CONTACT:**

Shana Reyes  
(973) 316-1665  
sreyes@coynepr.com

**THE COYNE PUBLIC RELATIONS AUTOMOTIVE TEAM REVS UP ITS  
PRACTICE WITH KEY PROMOTION**

*Geoff Phelps Named Vice President*

Parsippany, N.J., April 14, 2010 - Rich Lukis, President of Coyne Public Relations, today announced the promotion of Geoff Phelps to Vice President, effective immediately. Since joining Coyne Public Relations in February 2006, Phelps has been instrumental in the development and success of numerous initiatives for the Goodyear Tire & Rubber Co. and Shell Lubricants.

Through his leadership, public relations has become a highly visible component of the marketing efforts for Goodyear. Most recently, Phelps led the efforts for the Goodyear 'Get There' Awards, a program established to honor the people who have had a positive influence on Olympic athletes. Phelps also recently spearheaded the Motor Oil Matters (M.O.M.) initiative for Shell Lubricants, a campaign that has since been expanded.

"Geoff has been an exceptional leader of the automotive team, and has earned the trust and respect of our clients," said Joe Gargiulo, Vice President, Coyne Public Relations. "Geoff's proven track record has positioned him as a true asset to our clients and the agency as a whole."

Phelps will continue to be responsible for the Goodyear account as well as expanding business from Shell Lubricants and Sealed Air Corporation. During his tenure, Phelps and the Goodyear PR team have been the recipient of 15 industry awards, including a 2009 *PRWeek* Award for "Best Use of Broadcast."

**ABOUT COYNE PUBLIC RELATIONS:**

Coyne Public Relations, LLC, is a full-service public relations agency with offices in Parsippany, New Jersey and New York City. With expertise in a variety of categories, Coyne PR consistently displays the knowledge and creativity that has made it one of the country's fastest growing agencies. Prominent national brands including The Walt Disney Company, Goodyear, Shell Lubricants, Medco Health Solutions, Inc., General Mills, and Hard Rock International look to Coyne PR to create high-profile public relations programs that deliver significant media results and help them attain their marketing communications goals.

Coyne PR has achieved a number of industry honors in the last twelve months including Midsize Agency of the Year by *PRWeek* and *PR News* as well as Consumer Agency of the Year and Best Agency to Work For in America by *The Holmes Report*.

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