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COYNE PUBLIC RELATIONS' DIGITAL AND DESIGN TEAM WINS FIVE HERMES CREATIVE AWARDS

Parsippany, N.J., May 7, 2010 – Coyne Public Relations is proud to announce that the agency's internal digital and design team received recognition from the Association of Marketing and Communication Professionals with five Hermes Creative Awards. These Awards recognize outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals.

Coyne PR's digital and design team was honored for its work for clients including the Christopher and Dana Reeve Foundation, The Valerie Fund, Disney Parks and Red Bull Arena, as well as work done for the agency itself.

"We are proud to be among those honored in this year's competition, and are particularly excited about the recognition this brings to our non-profit clients," said Tom Coyne, CEO of Coyne PR. "The agency was built on creativity, and we are thrilled to see our digital and design team rewarded for their creative efforts for our clients."

There were over 3,600 entries from throughout the United States and several other countries in the Hermes Creative Awards 2010 competition. Winners were selected from 144 categories in seven forms of media and communication efforts – advertising, publications, marketing/branding, integrated marketing, public relations/communications, electronic media and pro bono.

Coyne PR took home the following awards in the Hermes Creative Awards competition:

Platinum Awards

- Christopher and Dana Reeve Annual Report for the Christopher and Dana Reeves Foundation
- Flat Stanley Press Kit for Adventures by Disney

Gold Awards

- Red Bull Arena Creative Mailer
- Whoopi Goldberg PSA, for the Valerie Find

Honorable Mention

- Coyne PR Agency Sizzle Reel

ABOUT THE HERMES CREATIVE AWARDS:

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (www.amcpros.com). The international organization consists of several thousand marketing, communication, advertising, public relations, media production and free-lance professionals. AMCP oversees awards and recognition programs, provides judges and rewards outstanding achievement and service to the profession. AMCP judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

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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