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**COYNE PUBLIC RELATIONS EXPANDS ITS HEALTH CARE
PRACTICE WITH KEY SENIOR HIRE**

*Industry Veteran Kelly Dencker Joins Coyne Public Relations from MS&L
Worldwide*

Parsippany, N.J., March 2, 2010 – Coyne Public Relations today announced that health care communications veteran Kelly Dencker has joined the agency’s expanding health care practice as senior vice president and director of Health Care, effective March 1.

“Kelly brings tremendous experience to our rapidly growing health care practice, including product and corporate brand building, digital health care communications and regulatory affairs,” said Rich Lukis, president of Coyne Public Relations. “We are thrilled to have him on board and know that both our clients – as well as the agency as a whole – will benefit from his expertise.”

In his new role at Coyne PR, Dencker will provide counsel to existing health care clients and will work closely with the agency’s leadership on new business development and practice expansion. His deep category expertise and experience in the patient advocacy space in categories including men’s health, dermatology, respiratory disease, children’s health, urology and vision care will build upon the agency’s existing expertise in managed care, hospitals and health systems and consumer health.

Dencker joins Coyne Public Relations from MS&L Worldwide, where most recently he held the post of Health Care practice director and senior vice president. During his near 20 years with MS&L Worldwide, he provided strategic counsel and creative oversight for a range of clients with heavy emphasis in the pharmaceutical category. He recently served as the global account director for the agency’s work with Eli Lilly & Company, and oversaw major account strategy for Genentech, Sanofi-Aventis, Sanofi Pasteur and Johnson & Johnson Vision Care, Inc., among others. His experience also includes significant work in the regulatory space, specifically around Food & Drug Administration hearings and approvals.

Dencker holds a BA in Public Relations from Susquehanna University. Dencker is also an adjunct professor at New York University, currently serving as a Capstone advisor in the public relations department.

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 Public Relations consistently displays the knowledge and creativity that has made it one of the country's fastest growing agencies. Prominent national brands including Medco Health Solutions, Inc., Humana, The Walt Disney Company, Goodyear, Shell Lubricants, Graco Children's Products, General Mills, and Hard Rock International look to Coyne Public Relations to create high-profile public relations programs that deliver significant media results and help them attain their marketing communications goals.

With more than 50 industry honors, 2009 was a tremendous year for the agency. These honors include being named 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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