



FOR IMMEDIATE RELEASE:

**COYNE PUBLIC RELATIONS PROMOTES ALLISON MATTEO
TO ACCOUNT EXECUTIVE**

**Agency Of The Year Recognizes Mount Olive Resident For Work With
Key Toy and Gaming Clients**

Parsippany, N.J., June 12, 2009 – Richard Lukis, President of Coyne Public Relations, is proud to announce the promotion of Allison Matteo to Account Executive, effective immediately. During her three-year tenure at Coyne Public Relations, Matteo has played a key role in the day-to-day operations and success of the agency’s clients in the toy and gaming industry including: Crayola, Hasbro, Babies“R”Us and Toys“R”Us.

“Allison’s enthusiasm, work ethic and love for the business exemplifies why we were voted best agency to work for in America,” said Brian Murphy, Assistant Vice-President, Coyne Public Relations. “Allison leads by example and, as a result, has the respect and admiration of her colleagues, clients and media. This promotion is well-deserved and I congratulate her on all of her accomplishments.”

Matteo graduated from the University of Delaware in May, 2005 with a B.A. in Communications and a minor in Psychology. At Delaware, Matteo was a member of the PRSSA (Public Relations Student Society of America), where she served as the organization’s secretary her senior year. A resident of Mount Olive, N.J., where she was born and raised, Matteo graduated from Mount Olive High School in 2001.

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, Life Savers, Shell Lubricants, Medco Health Solutions, Inc., Campbell Soup Company, Graco Children’s Products, Kraft Foods, General Mills, and Hard Rock Cafe look to Coyne PR to create high-profile public relations programs

that deliver significant media results and help them attain their marketing communications goals.

In 2007 and 2009, Coyne was named the Best Agency to Work For in America by *The Holmes Report* and one of the Top 15 Places to Work in New Jersey by *NJBIZ* magazine. Coyne PR was a finalist in the category of Agency of the Year at the *PRWeek* Awards the past five of seven years and won that category in 2009. Further, Coyne PR is a past recipient of numerous national accolades from numerous organizations including the Public Relations Society of America and the International Association of Business Communicators. Most recently, Coyne was named 2009 Consumer Agency of the Year by *The Holmes Report*.

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