

COYNE PUBLIC RELATIONS HEATS UP ITS FOOD AND NUTRITION PRACTICE WITH KEY NEW HIRE

Industry Veteran Meghan Flynn Joins Coyne Public Relations from Stew Leonard's, Kellogg Company and Tropicana

Parsippany, N.J. - July 27, 2009 - Coyne Public Relations, *PRWeek's* 2009 Midsize Agency of the Year, today announced that it has appointed marketing communications veteran Meghan Flynn as Vice President, Director of Food and Nutrition Marketing Communications. Coyne Public Relations is a top 20 food and beverage agency and has extensive experience representing a variety of food and beverage companies, supermarket retailers and nationwide restaurant chains. Flynn will bring her expertise to the agency's industry-leading clients including General Mills, Kraft Foods, the Campbell Soup Company, Del Monte and PepsiCo.

"Meghan brings 20 years of food and nutrition experience to our firm and I am very excited to work with her as I have admired her work from afar for quite some time," said Rich Lukis, President of Coyne Public Relations. "Meghan has already been integral in some of our planning efforts so I know how smart and strategic she is...and I know that our clients will benefit greatly from her expertise and experience. She will work on all of our food and nutrition accounts and consult with our healthcare clients."

Flynn joins Coyne Public Relations from Stew Leonard's where she held the post of Vice President of Public Relations. At Stew Leonard's, Meghan was charged with all external media outreach, executive interviews and special events where she managed new store openings. Prior to Stew Leonard's, Meghan held marketing communications positions at Kellogg Company in Battle Creek, Mich. and Tropicana. She cut her teeth at the public relations agency Burson-Marsteller in New York where Meghan was the first registered dietitian hired at that agency. At Burson-Marsteller, Meghan was at the helm of several high profile accounts such as Dannon Yogurt, USA Rice Council and Planters LifeSavers. She has worked with numerous celebrities in her career including Bobby Flay, Mario Batali, Martha Stewart, Lorraine Bracco, Cindy Crawford, and numerous Olympic athletes.

Meghan is a registered dietitian and holds a Master of Science degree in food and nutrition communications from Boston University and a BS from Virginia Tech. In 2005, Meghan was named as one of Fairfield County's "40 Under 40," recognizing outstanding business professionals under the age of 40. She is married and lives in Stamford, Conn. with her husband and daughter. An epicure, Meghan enjoys fine wine and one-of-a-kind restaurants; she is also an avid tennis fan.

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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