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**COYNE PUBLIC RELATIONS AND HASBRO WIN BEST OF SHOW IN
MERCURY AWARDS COMPETITION**

Agency Captures Best of Show for the Second Consecutive Year

Parsippany, N.J., March 22, 2010 – Coyne Public Relations President Richard Lukis today announced that the agency received the Best of Show Award in the 23rd annual International Mercury Awards Competition for its campaign with Hasbro for the 60th Birthday of Candy Land. It is the second consecutive year the agency has won the Best of Show Award.

The campaign also won a Grand Award in the Publicity category. The Grand Awards honor excellence in professional communications and the Best of Show Award is given to the top entry among all classifications.

In addition to the top honors, Coyne PR also won three Gold Awards, three Silver Awards, two Bronze Awards and one Honorable Mention in this year's competition. This year's judges selected the winners from over 690 entries from 21 countries.

“We are thrilled to share this recognition with our clients. It's the amazing collaboration that we share with them that has ultimately led to this award-winning work,” said Richard Lukis, president of Coyne PR. “We are honored to be among those recognized in this year's competition, and are particularly proud to have captured this year's Best of Show.”

Coyne PR took home the following awards in the International Mercury Awards Competition:

BEST OF SHOW AWARD:

- Hasbro's Celebration of Candy Land's 60th Birthday for Publicity

GRAND AWARD:

- Hasbro's Celebration of Candy Land's 60th Birthday for Publicity

GOLD AWARDS:

- Hasbro's Celebration of Candy Land's 60th Birthday for Publicity, Brand Awareness
- Hasbro's Celebration of Candy Land's 60th Birthday for Publicity, Anniversary
- Hasbro's Celebration of Candy Land's 60th Birthday for Special Events

SILVER AWARDS:

- Shell Lubricants' Revitalization of Quaker State for Publicity, Brand Image Makeover
- Goodyear Tire & Rubber Company's Assurance Fuel Max for Publicity, Product Launch
- Goodyear Tire & Rubber Company's Assurance Fuel Max for Special Events, Brand Awareness

BRONZE AWARDS:

- Hasbro's Celebration of Candy Land's 60th Birthday for Publicity, Stunt Event
- Mary Kay's A Kiss for CountrySM Campaign for Cause Related

HONORABLE MENTION:

- Harlem Globetrotters' 2008-09 Tour for Publicity, Brand Awareness

ABOUT THE MERCURY AWARDS:

Judging for the International MERCURY 2009/10 Awards represented the most illustrious, creative professionals in the public relations industry. Over forty-five distinguished public relations, marketing, and advertising agencies, as well as corporate communications departments and public affairs offices participated in the judging involving over 100 professionals from Australia, Canada, Europe, Hong Kong, Korea, Mexico, and the United States. Some of the elements considered in the judging process were: how effectively the material met the state objectives; how well the material was communicated to the designated audience; use of imaginative and original solutions; and the overall expression of the message. Gold, Silver, Bronze, and Honors awards were presented to the top 30%, based on averaged scores. Grand Awards were selected from the top scoring gold winners in each category.

This year over 690 entries were received from 21 countries including Austria, Canada, Egypt, France, Germany, Hong Kong, Japan, Korea, Luxembourg, People's Republic of China, Poland, Portugal, Singapore, South Korea, Spain, Switzerland, Turkey, the United Kingdom, and the United States.

The annual award is named for the Roman god who was the messenger of the other gods. The MERCURY Award symbolizes the spirit of the message communicated. It is the creativity, originality, and talent of the individuals involved to whom the program is dedicated. The annual MERCURY Awards competition was established in 1987 by MerComm, Inc., the world's only independent awards organization. The awards programs were founded to promote excellence in the various fields of communications.

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.

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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