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AUTO SPECIALIST NAMED ASSISTANT VICE PRESIDENT AT COYNE PUBLIC RELATIONS

PRWeek's Midsize Agency of the Year Promotes Mike Salzillo

Parsippany, N.J., March 2, 2010 - Rich Lukis, President of Coyne Public Relations, today announced the promotion of Mike Salzillo to Assistant Vice President, effective immediately. Since joining Coyne Public Relations in February 2005, Salzillo has provided strategic counsel for and helped implement a number of award winning campaigns for several of the agency's high-profile clients including Shell Lubricants and Goodyear Tire & Rubber Company.

Salzillo also spearheads the agency's new media efforts and is often called upon to offer strategic counsel in the social media space to all of the agency's teams and clients. He is a founding member of sPRocket, Coyne PR's internal think tank that has been responsible for the development of the agency's social media code of ethics and C2C process for identifying, analyzing and engaging with bloggers.

"Mike has been an integral member of the automotive team, and has earned the trust and respect of our clients," said Joe Gargiulo, Vice President, Coyne Public Relations. "Mike's also played an invaluable role in the agency's approach to and continuing growth in social media."

Additionally, Salzillo earned his Accreditation in Public Relations (APR) from the Public Relations Society of America (PRSA), and was named a finalist for *PRWeek's* Young PR Professional of the Year Award in 2008.

Salzillo graduated with a Bachelors of Arts in Communications from Seton Hall University in 2002, and was an active member of the Public Relations Student Society of America (PRSSA) and the school's Bateman Competition Team.

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 The Walt Disney Company, Goodyear, Shell Lubricants, Medco Health Solutions, Inc., 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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