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**LUCKY NUMBER SEVEN: COYNE PUBLIC RELATIONS  
RECEIVES SEVEN PR NEWS' PLATINUM PR AWARD NOMINATIONS**

Parsippany, N.J., August 9, 2010 – Coyne Public Relations President Richard Lukis today announced that the agency was named a finalist for seven PR News' Platinum PR Awards, across a range of categories and clients. This year's Awards received more than 800 entries.

“We are privileged to work with clients that we have a great passion for, and who let us run with our creativity,” said Richard Lukis, president of Coyne PR. “It is an honor to have our work recognized by PR News and we are grateful to get so many nods this year.”

The following clients and campaigns were named as finalists in the PR News' Platinum PR Awards Competition:

- Hasbro – Candy Land's Sweet 60<sup>th</sup> Birthday Celebration, for Anniversary Campaign
- Sealed Air Corporation – The Pop Heard Round the World: Bubble Wrap's 50<sup>th</sup> Birthday, for Anniversary Campaign
- Sealed Air Corporation – The Pop Heard Round the World: Bubble Wrap's 50<sup>th</sup> Birthday, for Media Relations
- Medco Health Solutions – A Prescription for Change: Communicating the Safety Platform, for Branding
- Shell Lubricants – Hitting the Jackpot with the New Pennzoil Ultra Launch, for Media Event
- Shell Lubricants – The Revitalization of Quaker State, for Re-Branding
- Goodyear Tire & Rubber Co. – Goodyear “Get There” Awards, for Satellite Media Tours

The winners and honorable mentions will be announced at a luncheon ceremony on October 5 at the Grand Hyatt in New York City.

**ABOUT THE PR NEWS' PLATINUM PR AWARDS:**

PR News' Platinum PR Awards salute the year's most outstanding communications initiatives and programs in the highly competitive and dynamic PR arena. The coveted awards set the industry benchmark for excellence across all areas of PR. The winners of the Platinum PR Awards are from corporations, agencies and nonprofits large and small who took chances, made tremendous strides and understand the power of public relations.

**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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