



COYNE PUBLIC RELATIONS' BEAUTY TEAM WINS "BEST IN SHOW" AT THE 2009 PYRAMID AWARDS

Mary Kay's 'A Kiss for Country' Initiative Trumps all Campaign Entries

Parsippany, N.J., June 4, 2009 – Coyne Public Relations' Beauty Team, which is ranked in the top 10 nationally, came home from the Pyramid Awards last night with the most prestigious award of the evening ... "The Best in Show," on behalf of Mary Kay, Inc. for its campaign "A Kiss for Country: Mary Kay Partners with Country Music Artists to Kiss Domestic Violence Goodbye." This award comes on the heels of Coyne Beauty and Mary Kay winning a Silver Sabre in the *Fashion and Beauty* category and Pyramid Award in the category of *Special Programs* and overall *Best in Show*, an award given to only one campaign. In all, Coyne Public Relations won six Pyramid Awards, which are presented by The Public Relations Society of America's New Jersey Chapter.

"We were big winners last night at the Pyramid Awards with six awards, but taking home the 'Best in Show' honor really validates our Beauty Team," said Rich Lukis, President, Coyne Public Relations. "As a whole, I was extremely pleased with our representation, as we won awards in six of our practice areas, including automotive, health care, food and beverage, travel and tourism and beauty."

The Public Relations Society of America's New Jersey Chapter established the Pyramid Awards to recognize excellence in public relations and communications throughout the state of New Jersey. The awards are evaluated on research, planning, execution and demonstrated results, as well as the effective use of budgets and resources. The 2009 Pyramid Awards were presented to program winners at the annual awards banquet on June 3 at the Basking Ridge Country Club.

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*.