



COYNE PUBLIC RELATIONS PRESIDENT RICH LUKIS NAMED TO *PRWEEK'S* TOP "40 UNDER 40" LIST OF EXCEPTIONAL EXECUTIVES

Parsippany, N.J., August 6, 2009 – Tom Coyne, CEO of Coyne Public Relations, is pleased to announce that the agency President Rich Lukis, 39, has been named to *PRWeek's* "Top 40 under 40" list of exceptional executives. Each year, the publication honors executives who have exceeded expectations in their corporate positions before turning 40 years old.

"Rich is extremely deserving of this honor and I congratulate him on making *PRWeek's* prestigious list," said Tom Coyne, CEO, Coyne Public Relations. "Rich is an integral part of the agency, providing leadership to the finance, operations and human resource departments. He also leads the agency's client management and new business endeavors. He is a major reason why we are a top-25 independent PR firm that was recently named *PRWeek's* 2009 Midsize Agency of the Year."

A consumer PR specialist with 20 years of experience, Lukis has worked with many of the world's most respected companies, including General Mills, Kraft Foods, Church & Dwight, Campbell Soup Company and Shell Oil. He has developed successful campaigns for some of the country's most recognized brands, including Oreo, Life Savers, Arm & Hammer, Chunky, V8, Pillsbury, Quaker State and Pennzoil. Lukis was Coyne Public Relations' second employee and has been with the company for more than 10 years.

Prior to joining Coyne Public Relations, Lukis was a consumer public relations specialist at New York's Marina Maher Communications and Custom Event Marketing, a division of BSB Advertising. He developed effective marketing, promotions and high-profile events for clients such as AT&T, Philips Consumer Electronics, MasterCard, Schering-Plough and JanSport Corporation. Lukis also managed programs for Miller Brewing, FedEx, Avon and Spalding Sports Worldwide.

Lukis also serves as Vice President of the New Jersey Chapter of the Public Relations Society of America and is a member of the Council of PR Firms and the Councilors Academy. He is a frequent guest lecturer at New York University and is regularly quoted in national business and industry publications.

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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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