



FOR IMMEDIATE RELEASE

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***SOCIAL MEDIA SPECIALIST NAMED ASSISTANT VICE PRESIDENT AT
COYNE PUBLIC RELATIONS***

PRWEEK'S MID-SIZE AGENCY OF THE YEAR PROMOTES STACY BECKER

Parsippany, N.J., June 25, 2009 – Rich Lukis, President of Coyne Public Relations, today announced the promotion of Stacy Becker to Assistant Vice President, effective immediately. Since joining Coyne Public Relations in March, 2001 as an Account Coordinator, Becker has excelled on numerous accounts and currently spearheads several of the agency's high-profile consumer clients including: Graco Children's Products, Old Bay Seasoning and *Ritz* crackers. She has also led several key initiatives for General Mills including the creation and execution of MyBlogSpark, a blog network that helps brands connect with bloggers and become part of online conversations in the blogosphere. Becker also plays a key role in developing the agency's social media strategies and is one of the founding members of Coyne's internal social media think tank – sPRocket. Her expertise has enabled her to help develop the agency's social media code of conduct and blogger relations process.

“Stacy has been a great asset to the agency overall for the past eight years and an essential part of our team,” said Tim Schramm, Senior Vice President. “Stacy has spearheaded many important projects for the agency, and has been an integral part of the growth of the General Mills business, as well as the social media capabilities of the company.”

Becker's public relations experience includes a diverse background in juvenile products, entertainment, travel and food. She has a Bachelors of Arts in Communication from Rowan University, where she graduated in December, 2000. Becker currently resides in Morristown.

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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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