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**SWEET GEORGIA BROWN! COYNE PUBLIC RELATIONS AND THE
HARLEM GLOBETROTTERS NAMED A FINALIST IN THE 2010
SILVER ANVIL AWARDS**

Parsippany, N.J., April 5, 2010 – Coyne Public Relations President Richard Lukis today announced that the agency was named a finalist in the 2010 Silver Anvil Awards in the Reputation and Brand Management category for its PR support of the Harlem Globetrotters 2008-09 “Spinning the Globe” Tour.

“We are extremely proud of the work we have done with the Harlem Globetrotters,” said Richard Lukis, president of Coyne PR. “We are honored to be among those recognized by the Public Relations Society of America, and for working with a client that allows us to have so much fun and help take them to unexpected places.”

The campaigns throughout the 2008-09 season included honoring the first African-American President (a noted basketball fan), becoming the first team to send a basketball into space (part of the Space Shuttle Atlantis mission) and the first team with its own iPhone game (“Spin That Ball”). The team also honored the final days of Philadelphia’s famous arena the Spectrum by playing the first-ever game on its roof.

The biggest inroads into pop culture, however, came through reality television. The team made appearances on three genre mainstays – “Jon & Kate Plus 8,” “The Bachelorette,” and “Hell’s Kitchen” – before pulling off its biggest coup by placing players “Big Easy” Lofton and “Flight Time” Lang on the new season of CBS’ “Amazing Race” in Fall 2009.

The Silver Anvil symbolizes the forging of public opinion and is awarded annually to organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. This year’s competition drew a total of 823 entries, and the judges selected just 134 finalists.

The Silver Anvil Awards Ceremony will be held on June 3 at the Equitable Tower, 787 Seventh Avenue between 51st and 52nd Streets, in New York City. Silver Anvil winners and Award of Excellence recipients will be announced at that time, along with the “Best Of” Silver Anvil and PRSA’s prestigious Public Relations Professional of the Year Award.

ABOUT THE SILVER ANVIL AWARDS:

Sponsored by the Public Relations Society of America — the largest professional association serving the public relations industry — Silver Anvil winners contribute to the public relations

body of knowledge and become a part of the history of the profession. Winning two-page summaries become a valued part of online case study archives and are available to help promote and share best practices among all public relations practitioners.

Silver Anvils recognize complete public relations programs incorporating measurable and sound research, planning, execution and evaluation. These four areas represent the solid criteria by which senior practitioners judge each entry to ensure it meets the highest standards of performance in the profession. The Silver Anvils are regarded as the pre-eminent achievement of public relations — the highest watermark of success for any practitioner and organization.

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.

Coyne PR has achieved a number of industry honors in the last twelve months including 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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