

FOR IMMEDIATE RELEASE:

COYNE PUBLIC RELATIONS ADDS 15-YEAR PR VETERAN SUE MURPHY

Vice President Joins Midsize Agency of the Year to Help Oversee Growing Toy/Juvenile Product Client Roster

Parsippany, N.J. , December 7, 2009 — Rich Lukis, president of Coyne Public Relations, one of the fastest-growing PR agencies in the United States, today announced the hiring of Sue Murphy, who will join the firm's Toy and Juvenile Product Division as a vice president. Murphy spent the previous 15 years at Freeman Public Relations, where she spearheaded the PR efforts of several consumer brands such as Tyco Toys, Mattel and Fisher-Price.

“This is a very exciting hire for the agency as we continue to move toward more defined practice areas,” said Rich Lukis, president of Coyne Public Relations. “Sue’s experience in the industry brings a new and valuable dimension to our team. She is well known and respected by key business influencers and we are very excited to have her onboard.”

During her tenure at Freeman Public Relations, Murphy oversaw a multitude of notable campaigns, including the original Tickle Me Elmo launch and the 50th birthday of Matchbox Cars. Murphy, who began at an assistant account executive in 1994, worked her way to eventually become vice president at Freeman. She will assume a similar role at Coyne Public Relations and will help manage the agency's Toy and Juvenile Products Division.

A 1994 graduate of Syracuse University, Murphy earned her BS in Public Relations from the S.I. Newhouse School of Public Relations. She currently resides in West Milford with her husband and two children.

ABOUT COYNE PUBLIC RELATIONS:

Coyne PR (www.coynepr.com) is one of the most recognized independent public relations agencies in the world, receiving more than 50 industry honors in 2009 alone, including Consumer Agency of the Year and the Best Agency to Work for in America by *The Holmes Report*, in addition to *PRWeek's* Midsize Agency of the Year. Coyne PR represents category leaders in consumer lifestyle (automotive, fashion & beauty, food & beverage, pet industry, retail & restaurant, sports, travel and toys and juvenile), healthcare (pharmaceutical, healthcare providers, health & fitness and healthcare instruments), technology (consumer technology and new media) and business-to-business communications. For more information, please visit Coyne Public Relations' Web site at www.coynepr.com.

###