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COYNE PUBLIC RELATIONS EXPANDS ITS DIGITAL PRACTICE WITH INDUSTRY LEADING VETERAN

*Digital Strategist and Thought Leader Tracy Shea Joins
Coyne Public Relations from Edelman Public Relations*

Parsippany, N.J., July 8, 2010 – Coyne Public Relations today announced that digital media veteran Tracy Shea has joined the agency’s expanding digital practice as senior vice president of digital media, effective immediately.

In his new role at Coyne PR, Shea will be providing strategy, developing and executing digital/social media programs and adding bench strength to the agency’s digital department to further position Coyne PR as a dynamic leader in the social media and digital realm. In his leadership role, Shea looks to expand the agency's digital, social and alternative offerings.

“Tracy Shea is a very exciting addition to the agency and a real game changer for us,” said Rich Lukis, president of Coyne Public Relations. “His vast experience bridges the gap between traditional and digital media, making him a true asset to both our staff and our entire roster of clients.”

Shea joins Coyne Public Relations from Edelman Public Relations, where most recently he held the post of Senior Vice President, U.S Creative. During his tenure with Edelman, he oversaw strategy and execution for traditional and alternative content/communication. He developed interactive/digital strategies and drove creative direction and implementation for a range of high profile clients, including Starbucks, Ebay, AstraZeneca and Trojan, among others. These programs have included episodic video, user generated content, contests, sweepstakes and other viral and video-centric tactics. Successful strategies have also included public engagement, allowing the audience to craft the message, engaging in real-time discussions and transparency to build trust.

An early adopter, Shea has used the varied and rapidly changing social media trends to establish benchmarking goals of audience reach and positioning, generating buzz and "word of mouth" marketing housed where the intended audience "lives" online. Some of his successes include the development of a cross country road trip to promote Starbucks Via; the launch of a digital Newsroom for resort chain Iberostar to distribute media to broadcast, bloggers and print journalists; and the creation of distance learning vehicles to digitally engage consumers, professionals and companies in interactive forums.

Tracy is also the Creative Director and Co-Executive Producer for the Emmy Award-winning, **“Toni On!”** series, a global travel, lifestyle and entertainment series airing on Tribune Broadcasting affiliates and in National syndication.

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 Public Relations consistently displays the knowledge and creativity that has made it one of the country’s fastest growing agencies. Prominent national brands including Medco Health Solutions, Inc., Humana, The Walt Disney Company, Goodyear, Shell Lubricants, Graco Children’s Products, General Mills, and Hard Rock International look to Coyne Public Relations to create high-profile public relations programs that deliver significant media results and help them attain their marketing communications goals.

With more than 50 industry honors, 2009 was a tremendous year for the agency. These honors include being named 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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