



FOR IMMEDIATE RELEASE

***COYNE PUBLIC RELATIONS AND HUMANA CAPTURE SILVER ANVIL
AWARD FOR FREEWHEELIN, BIKE-SHARING INITIATIVE***

COYNE ALSO WINS FOUR BRONZE ANVIL AWARDS

Parsippany, N.J.-June 8, 2009-Coyne Public Relations, *PR Week's* 2009 Midsize Agency of the Year, today announced that it is the proud recipient of a 2009 Silver Anvil Award, a Silver Anvil Award of Excellence and four Bronze Anvil Awards. The Silver Anvil was presented to Coyne Public Relations for the work the team conducted on behalf of its client, Humana and the campaign titled: "Share and Share a Bike: Humana Brings Bike-Sharing to the Masses." Coyne and Humana won the Anvil in the category of Events and Observances. Coyne and Humana also garnered a Silver Anvil Award of Excellence in the Category of Marketing Consumer Products. Moreover, Coyne won four Bronze Anvil Awards; three for long-time client Disney Parks and an additional accolade on behalf of Humana. (See listing below.)

"With more than 2,000 print and broadcast stories on the initiative, the success of Freewheelin exceeded our high expectations," said Jim Turner, Corporate Communications Manager for Humana. "This Anvil Award is a testament to the combined efforts of our internal team at Humana and the team at Coyne Public Relations who believed in this program and helped lead by example in promoting environmental awareness and better health. We reminded people how fun it is to use a bike for short trips instead of driving."

"As usual, finalists in this year's Silver Anvil Awards are among the very top public relations programs in our industry," said James J. Roop, 2009 Silver Anvil Committee chair and president of Roop & Co., Cleveland, Ohio. "Long regarded as the 'Oscars' of the public relations profession, the Silver Anvils recognize best practices in our field."

COYNE'S BRONZE ANVIL AWARDS:

- *Media Relations – Consumer Services (Travel and Tourism/Hospitality)*, for its “Park-Savvy Parents Become Walt Disney’s First Online Moms Panel” initiative.
- *Media Relations – Consumer Products (Other)*, for their “Disney Park and NASA send Buzz Lightyear “to infinity and beyond!” campaign.
- *Word Of Mouth – Viral Marketing Program*, for its “Disney Park ‘What Will You Celebrate?’” initiative.
- *Media Relations-Consumer Services (Health Care Services)* for its “Share and Share-A-Bike: Humana Brings Bike Sharing to the Masses.

These esteemed industry awards are presented by the Public Relations Society of America and are judged by the highest standards in the profession. They recognize and celebrate programs that incorporate sound research, planning, execution and evaluation.

ABOUT FREEWHEELIN:

In 2007, Humana launched an innovative and “green” employee initiative called Freewheelin, a bike-sharing program that offered free bikes for employees to use for short daily trips, to run errands, get to and from public transportation, or take a leisurely spin during the day. The program has been tremendously successful in encouraging activity among employees: More than 2,500 Humana associates have signed up for the program, 21 percent of whom had not previously been involved in exercise activity.

Based upon its internal success, Humana saw an opportunity to address the nation’s obesity epidemic and environmental health by introducing Freewheelin to the nation. The company – in conjunction with the non-profit bicycling advocacy group Bikes Belong – chose the 2008 political conventions as the premier opportunities, and made 1,000 bikes available in the convention host cities of Denver and Minneapolis-St. Paul for free use by anyone during each four-day event.

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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 Public Relations 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 Café look to Coyne PR to create high-profile public relations programs that deliver significant media results and help them attain their marketing communication 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 Public Relations was a finalist in the category Agency of the Year at the PRWeek Awards the past five of seven years and won that category in 2009. Further, Coyne Public Relations is a past recipient of numerous national accolades from a variety of organizations including the Public Relations Society of America and the International Association of Business Communicators.

The **Bronze Anvil Awards** recognize outstanding tactics through various categories reflecting their growing scope, creativity and importance in strategic public relations.

ABOUT THE SILVER ANVIL AWARDS:

The Silver Anvil Awards program has grown in scope and stature since its inception in 1946, and awards are now given in 59 categories and subcategories. To date, more than 1,200 organizations have received Silver Anvil Awards for excellence in strategic public relations planning and implementation.

ABOUT THE PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA):

The Public Relations Society of America, headquartered in New York City, is the world's largest organization for public relations professionals with nearly 32,000 professional and student members. PRSA is organized into 109 Chapters and 10 Districts nationwide, and 20 Professional Interest Sections and Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 302 Chapters at colleges and universities throughout the United States, and one Chapter in Argentina.