

**FOR IMMEDIATE RELEASE:**

**COYNE PUBLIC RELATIONS' DIGITAL STUDIO CAPTURES GOLD AND SILVER HONORS AT FIFTH-ANNUAL DAVEY AWARDS**

Parsippany, N.J. , November 24, 2009—Tom Coyne, CEO of Coyne Public Relations, one of the fastest growing public relations agencies in the United States, announced today that Coyne Digital Studio captured gold and silver awards at the fifth-annual International Davey Awards, bringing the design team its 11<sup>th</sup> award in 2009 alone. Receiving more than 4,000 entries, the Davey Awards aim to recognize creativity from the premiere mid-size agencies in the world.

“When we started our graphics department at Coyne Public Relations, we wanted to hold true to our mission statement of hiring the best employees and the best work will be come from them, which will attract great clients,” said Tom Coyne, Coyne Public Relations CEO. “This philosophy held up and is supported by Coyne Digital Studio’s 11 award wins this year. The Coyne Digital Studio will continue to grow and we will continue to add new services in the very near future.”

Coyne Digital Studio took home a gold award in the “Business-to-Business” category for the agency’s Ritz Cracker creative mailer to celebrate the brand’s 75<sup>th</sup> Anniversary “Open For Fun” campaign. Distributed in the form of an octagon, the ”shaped-mailers” were sent to the top 200 U.S. food editors. Featuring a giant-sized image of a Ritz cracker on the package, the mailer included a sleeve of crackers, a deck of playing cards, a Ritz-branded slinky, a fun ball and media releases.

The agency also captured a silver award in the “Logo” category for “In Her Image – Mammography Re-Examined,” a West Caldwell, N.J.-based facility that offers a number of procedures essential to women’s health. In the agency’s first bottom-to-top campaign, Coyne Digital Studio used the design elements of color, fonts and abstract symbolism as components for the logo and cornerstone of the In Her Image brand. After months of research, numerous focus groups, design and implementation, the initial branding process was completed and In Her Image opened its doors in October, 2009.

**ABOUT THE DAVEY AWARDS:**

The Davey Awards is an international creative award focused exclusively on honoring outstanding creative work from the best small firms worldwide. The 2009 Davey Awards received over 4,000 entries from ad agencies, interactive agencies, production firms, in-house creative professionals, graphic designers, design firms and public relations firms. The Davey Awards honors the achievement of the “Creative David’s” where strength comes from ideas, intelligence and out-of-the-box

**ABOUT COYNE PUBLIC RELATIONS:**

Coyne PR ([www.coynepr.com](http://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 & 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](http://www.coynepr.com).

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