



FOR IMMEDIATE RELEASE

***COYNE PUBLIC RELATIONS HONORED BY LEADING
INTERNATIONAL AWARDS PROGRAM FOR CREATIVE EXCELLENCE
IN COMMUNICATIONS***

Agency Wins Four Communicator Awards

Parsippany, N.J. - June 3, 2009 - Coyne Public Relations, *PR Week's* 2009 Midsize Agency of the Year, today announced that it is the recipient of four Communicator Awards, one of the largest award programs for communication professionals in the world. The competition, which was founded over a decade ago and this year received some 9,000 entries, is judged by top-tier professionals from the International Academy of Visual Arts.

"Our employees continue to exceed industry standards in both quality and excellence. It is a huge honor to receive distinct recognition for creativity by those who know the communications business best," said Richard Lukis, President, Coyne Public Relations.

The Coyne Public Relations Communicator Award Winners are as follows:

- Coyne Public Relations on behalf of its client Humana, received an Award of Distinction in the print category for its campaign titled: "Share-and-Share-a-Bike Humana Brings Bike Sharing to the Masses." The program introduced Humana's "Freewheelin" program at two of the biggest events of 2008: the Democratic and Republican National Conventions.
- The agency also received an Award of Distinction in the print category on behalf of The Community Food Bank of New Jersey for a campaign titled: "We Can't Let

This Bank Fail.” The campaign raised awareness of declining Food Bank donations and the rise in New Jersey residents who rely on the Food Bank to feed their families.

- Coyne Public Relation’s Graphics Department also received an Award of Distinction for Marketing and Promotion in the print category for their work on The Coyne Public Relations Fashion Guide, a PR capabilities book that outlines agency experience and expertise in the sector.
- A second Award of Distinction for Online Marketing and Advertising in the interactive category was given to Coyne Public Relations’ Graphics Department for its Thanksgiving E-Card, inviting Coyne employees and their families to an annual holiday celebration in the firm’s New York City office space.

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.

ABOUT THE COMMUNICATOR AWARDS:

The Communicator Awards is the leading international awards program honoring creative excellence for communication professionals. Founded over a decade ago by those in the industry, the Communicator Awards received over 9,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world.

The Communicator Awards provides winners and their clients the recognition they deserve and gives communications and creative professionals proof and validation that their work is outstanding and highly regarded by their peers. The Communicator Awards provides an equal chance of winning to all entrants regardless of company or agency size and project budget.

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