



COYNE PUBLIC RELATIONS APPOINTS PR VETERAN DAVID CARTER TO NEW BUSINESS POST

FORMER RUDER FINN EXECUTIVE JOINS AWARD-WINNING FIRM

Parsippany, N.J., February 19, 2009 -- Tom Coyne, CEO of Coyne Public Relations, today announced the appointment of David Carter to Senior Vice President, Business Development. Carter will spearhead ongoing expansion and development at Coyne Public Relations, which has experienced a 350 percent growth in the past four years and is a category leader in social media, healthcare, technology, consumer goods and automotive practice areas. The agency's client roster includes blue-chip brands such as Medco, The Walt Disney Company, Hard Rock Café, General Mills, Kraft Foods, and Goodyear Tire and Rubber Company who look to the agency to create and implement award-winning public relations programs. Coyne Public Relations has been shortlisted for agency of the year at the *PR Week* awards five of the last seven years and was named Best Agency to Work For by *The Holmes Report* in 2007 and 2008.

"I have admired Dave's work for a number of years and I am extremely impressed by his breadth of knowledge and his experience in the PR industry," said Tom Coyne, CEO of Coyne Public Relations. "I am confident that David's contributions will help us continue our record growth, and his presence will have a positive impact on all aspects of our business."

Reporting to Coyne, Carter will spearhead strategic growth and expansion plans at Coyne Public Relations. Carter is an expert in initiating senior client relationships across a variety of practice areas and service offerings. He has an outstanding 20-year agency record in public relations and strategic branding as well as digital and social media.

Carter joins Coyne Public Relations from the brand strategy and design firm Siegel+Gale, an Omnicom company, where he served as Vice President of Business Development. Prior to Siegel+Gale, Carter served as Senior Vice President of Business Development at Ruder Finn. During his 14-year term, the firm experienced tremendous growth and achieved the #1 PR agency ranking in New York.

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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 PR 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 Juvenile Products, Kraft Foods, General Mills, and Hard Rock Cafe look to Coyne PR to create high-profile public relations programs that deliver significant media results and help them attain their marketing communications goals.

In 2007 and 2008, Coyne was named the Best Agency to Work For in America by The Holmes Report and one of the Top 50 Places to Work in New Jersey by NJBIZ magazine. In 2009, the agency continued receiving national recognition, being named a finalist for *PR Week* Agency of the Year. Coyne PR has been a finalist for *PR Week* Agency of the Year five of the past seven years. Coyne PR is also a past recipient of numerous national accolades from several organizations including the Public Relations Society of America and the International Association of Business Communicators.

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