



***JOE GARGIULO NAMED VICE PRESIDENT AT COYNE PUBLIC RELATIONS
GARGIULO TO MANAGE COYNE PUBLIC RELATIONS' AUTOMOTIVE AND TOY
PRACTICE AREAS***

Parsippany, N.J., February 2, 2009 -- Rich Lukis, President of Coyne Public Relations, today announced the promotion of Joe Gargiulo to Vice President. In his new role, Gargiulo will manage daily operations for Coyne Public Relations' automotive and toy practice areas, as well as lead new business efforts within the automotive and toy industries. Gargiulo has been a member of the Coyne Public Relations team for five years and brings a wide range of talents to his new role.

“Joe is an experienced practitioner and has helped create, coordinate, and manage many of our agency's award-winning campaigns,” said Rich Lukis, President of Coyne Public Relations. “During his tenure at the agency, Joe has helped grow our automotive practice area more than 500% by using his strong creative and managerial skills. I am extremely confident that our toy practice area will have the same type of growth that our automotive group has had.”

In his previous role, Gargiulo was largely responsible for the management of all Shell Lubricant's leading brands including: Pennzoil, Motorsports, Quaker State/Q, Shell ROTELLA T, Rain-X, Black Magic and Auto Expressions. Now, in addition to Shell Lubricants, Gargiulo will manage the Crayola, Hasbro and Toys “R” Us account teams.

ABOUT JOE GARGIULO, VICE PRESIDENT, COYNE PUBLIC RELATIONS:

As Vice President, Joe is an integral senior member of the automotive group and manages the day to day account operations for all Shell Lubricants leading brands including Pennzoil, Motorsports, Quaker State/Q, Shell ROTELLA T, Rain-X, Black Magic and Auto Expressions.

As automotive team leader, Joe has fostered and developed key brand relationships that have grown the Shell Lubricants account more than 500%.

An integral leader of the planning and development for each account, Joe helped conceive and coordinate many best-of-class proprietary campaigns including the Pennzoil Change for Charity events with Jiffy Lube; the Pennzoil Platinum Prize, Rain-X Seemore Safety Campaign and the Pennzoil Platinum Poker Challenge. Joe has also established integral alliances with national partners in support of these brand campaigns.

During his tenure, Joe Gargiulo has expanded the role of the Shell team to include on-going internal corporate communications support for the Shell Lubricants organization. Joe also developed and implemented a sophisticated media monitoring and analysis system for the organization that provides a comprehensive competitive analysis and industry review. Additionally, Joe led the communications efforts for one of the biggest crisis in recent history related to Hurricane Katrina, and developed a comprehensive communications plan in response to the base oil shortage crisis.

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 2008, 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 four of the past five years. Coyne PR is also a past recipient of numerous national accolades from numerous organizations including the Public Relations Society of America and the International Association of Business Communicators.

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