



For Immediate Release:

COYNE PUBLIC RELATIONS CLIMBS 18 SPOTS IN 2009 NATIONAL PR FIRM RANKINGS

Award-Winning Firm is Second Highest Gainer in Country

Parsippany, N.J., March 18, 2009 -- *Jack O'Dwyer's Newsletter*, one of the nation's oldest public relations periodicals, today announced its 2008 National Rankings. Coyne Public Relations, climbed from ranking #40 to ranking #22, making it the second biggest gainer among the nation's top 25 independent public relations firms. This accolade arrives just one week after the agency won the title of MidSize Agency of the Year at the 2009 *PRWeek* Awards.

"Moving up the ranking from #40 to #22 is an incredible achievement for our agency. Our firm started just 10 years ago with only two employees and now to be ranked among the top 25 independent firms in America is a great honor," said Tom Coyne, CEO, Coyne Public Relations. "Our ongoing growth and success is essential in providing our staff the opportunities associated with a growing entity."

Coyne Public Relations billed \$11.654 million in 2008 (up 35 percent from 2007), and had an outstanding 97 percent retention rate with several key new business wins including Crayola, Hasbro, Humana, Atlantic Health and Cornell University's Johnson School of Business.

ABOUT JACK O'DWYER'S NEWSLETTER:

Jack O'Dwyer's Newsletter is one of the oldest public relations periodicals in the U.S. and has been called the Bible of PR by *The New York Times*. Jack O'Dwyer founded the newsletter in 1968 and still edits and writes for the publication. In addition, www.odwyerpr.com is the #1 PR news site.

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. Coyne PR was a finalist in the category of agency of the year at the *PRWeek* Awards the past five of seven years and won in that category in 2009. Further, Coyne PR is a past recipient of numerous national accolades from numerous organizations including the Public Relations Society of America and the International Association of Business Communicators.

###