



RICH LUKIS NAMED PRESIDENT OF COYNE PUBLIC RELATIONS

TOM COYNE REMAINS AT THE HELM AS CEO

Parsippany, N.J., January 12, 2009 -- Today, Tom Coyne announced that Rich Lukis will assume the role of President of Coyne Public Relations. Rich has been with Coyne PR for more than 10 years and has been a major factor in the agency's growth and success. In his former role as Executive Vice President, Mr. Lukis managed the automotive and toy practices and was a key player in all new business development, critical agency decisions, and the overall strategy of the agency.

"Rich has been in integral part of the agency; he's a big reason why we are a top-30 independent PR firm today and why we have experienced a 357 percent growth since 2003. We, together, developed the agency philosophy, commitment to clients and award-winning culture. I have 100 percent confidence that Rich will prosper in his new role and preserve the one-of-a-kind culture that we have here at Coyne PR. This move will help take us to an entirely new level," said Tom Coyne, CEO, Coyne Public Relations.

In his new role, Rich will be responsible for all operational and functional duties including finance, human resources, agency operations (including overseeing all practice areas), administration and the management of Coyne PR's graphics and media departments.

Tom will continue to lead the agency's new business efforts, serve as overall creative director, be the main point of contact for client relations--which will include overall campaign strategies--as well as continue to lead Coyne PR's crisis communications unit.

"Anyone who has worked with Tom knows that he is the key driver of creative ideas behind our agency. This is a positive move as it will allow me to take over all of the operational and managerial functions so Tom can concentrate more on overall campaign creative and strategies. Tom can now stay laser focused and continue to develop creative concepts for our clients," said Rich Lukis, President, Coyne Public Relations.

ABOUT RICH LUKIS, PRESIDENT, COYNE PR:

A consumer PR specialist, Rich has worked with many of the world's most respected companies, including General Mills, Kraft Foods, Church & Dwight, Campbell Soup Company and Shell Oil. He has developed successful campaigns for some of the country's most recognized brands, including Oreo, Life Savers, Arm & Hammer, Chunky, V8, Pillsbury, Quaker State and Pennzoil.

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Prior to joining Coyne PR, Rich was a consumer public relations specialist at New York's Marina Maher Communications and Custom Event Marketing, a division of BSB Advertising. He developed effective marketing, promotions and high-profile events for clients such as AT&T, Philips Consumer Electronics, MasterCard, Schering-Plough and JanSport Corporation. Rich also managed programs for Miller Brewing, FedEx, Avon and Spalding, with millions of dollars in billings.

Moreover, Rich has managed communications for some of the nation's most prominent sports properties, including Miller Brewing Company's NFL relations, Campbell Soups' NFL sponsorship, FedEx's motor sports involvement, Avon Products' global women's running program, Ricoh Corporation's Olympic volleyball sponsorship, Oreo's NASCAR sponsorship, Dr. Pepper's college football association, and Planter's NFL sponsorship.

ABOUT TOM COYNE, CEO, COYNE PR:

As founder and Chief Executive Officer of Coyne Public Relations, Tom Coyne has created a strategic communications firm offering a full range of marketing services to worldwide interests. Tom's vision and dedication have helped a wide variety of organizations and individuals successfully deliver their specific messages to strategic audiences through creative communications, ranging from launching new products nationwide to managing the most delicate crisis situations.

Tom has spearheaded successful projects for some of the world's most successful brands and numerous Fortune 500 companies including The Walt Disney Company, Shell Lubricants, Kraft Foods, The Campbell Soup Company, Verizon, Medco Health Solutions, Newell-Rubbermaid, General Mills, Cendant and Hard Rock International.

Under Tom's strategic direction, Coyne PR has garnered numerous industry awards for communications excellence, including 2005 Creative Agency of the Year from the *Holmes Report*. The agency was named a finalist for *PR Week* magazine's Agency of the Year five of the last seven years, and Tom was recognized as PR Person of the Year in 2003 by the New Jersey Public Relations Society of America.

However, it is Tom's focus on his employees that has helped the agency become one of the Top 10 Places to Work in public relations. Tom's approach to building the business through an employee focus has allowed it to compete for blue-chip clients with the world's most respected multi-national agencies.

Traditional philosophy dictates that the best employees seek out agencies with the best clients; however, Coyne's philosophy is counterculture: attract the best people, and the best clients will seek us out. Tom's employees are his passion; by creating the best possible work environment for all employees, the agency produces the best possible results for clients, and becomes a trusted

resource for media. Tom believes it is harder to find good people than good business; therefore, he hires good people regardless of account or agency needs.

The firm has grown in reputation, size, profits and spirit without losing what has made it great: its focus on people. In 2007, Tom was a finalist for *PR News*' Agency Executive of the Year. He was also honored by Ernst & Young as an Entrepreneur of the Year NJ finalist, and was recognized as one of the Top 40 Under 40 Executives in New Jersey. In 2008, Tom was named as a Top 40 Under 40 public relations executive by the national publication, *PR Week*.

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 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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