



For Immediate Release

## **THE HOLMES REPORT NAMES ITS 2008 AGENCIES OF THE YEAR**

### *Coyne Public Relations Named Consumer Agency of the Year*

Parsippany N.J., April 20, 2009--New York, N.Y.: The Holmes Report, a leading public relations publication, named Coyne Public Relations, one of the fastest growing public relations agencies in the America, as its Consumer Agency of the Year. This is the second national victory for the agency in just two months. On March 5, 2009 at the Tavern on the Green in New York City, Coyne Public Relations was named Midsize Agency of the Year at the PRWeek Awards. For both victories, Coyne Public Relations beat out numerous blue-chip/global agencies.

“Our mission is not to be the best agency in America but the best one to work for,” said Tom Coyne, CEO, Coyne Public Relations. “We have proven that when you hire the best employees the best work will be created. I am proud of the way we have nurtured our partnerships with our clients. To me, this is a total team win...and a win for our clients.”

In 2008, Coyne Public Relations continued its award-winning work for global brands such as The Goodyear Tire and Rubber Company, Hard Rock Café, Kraft Foods, and Shell Lubricants. Major new wins for Coyne include work with Humana, Crayola, Hasbro, and Cornell University’s Johnson School of Business. In all Coyne billed \$11.654 million in 2008 (up 35 percent) and held an outstanding 97 percent employee retention rate.

Coyne Public Relations will be officially recognized as The Holmes Report’s Consumer Agency of the Year at the Sabre Awards dinner on May 12 at Cipriani in New York City.

#### 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 Children’s 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 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.