



For Immediate Release:

COYNE PUBLIC RELATIONS AND HUMANA WIN BEST OF SHOW IN MERCURY AWARDS COMPETITION

***FASTEST GROWING PUBLIC RELATIONS AGENCY IN NEW JERSEY RECEIVES
INTERNATIONAL RECOGNITION WITH TWO GRAND MERCURY AWARDS, FIVE
GOLD AWARDS AND 17 OVERALL WINS***

Parsippany, N.J., March 18, 2009 – Coyne Public Relations President Richard Lukis today announced that the agency received the Best of Show Award, two Grand Awards, five Gold Awards in the 2008/2009 22nd annual International Mercury Awards Competition. The Grand Awards honor excellence in professional communications, and the Best of Show Award is given to the top entry among all classifications. Judges selected the Gold Awards from 980 entries from 21 countries. In all, Coyne Public Relations won 17 Mercury Awards.

BEST OF SHOW AWARD:

- Coyne Public Relations, on behalf of its client Humana, Inc. received the award for the Corporate Campaign, *Humana Brings Bike Sharing to the Masses*.

GRAND AWARDS:

- Coyne Public Relations, on behalf of its client Crayola, received first place in the Special Events category for *Crayola's 50th Birthday/Kids Choice Colors*.
- Coyne Public Relations, on behalf of its client Humana, Inc. also received this award for the Corporate Campaign, *Humana Brings Bike Sharing to the Masses*.

“We are thrilled to share this recognition with our clients. It’s the amazing collaboration that we share with both Crayola and Humana that ultimately led to this award-winning work. We are honored to be among those recognized for a Grand Award, but are especially proud to have captured this year’s Best of Show,” said Richard Lukis, President of Coyne Public Relations.

GOLD AWARDS:

- Coyne Public Relations on behalf of its client Casio in the High Tech Awareness category
- Coyne Public Relations on behalf of its client The Campbell Soup Company in the Corporate Campaign category
- Coyne Public Relations on behalf of its client Crayola in Special Events category
- Coyne Public Relations on behalf of its client Humana in the Corporate Healthcare category
- Coyne Public Relations on behalf of its client Toys “R” Us in the Corporate – Children Related category

The following Coyne clients also secured 2009 Mercury Awards: The Harlem Globetrotters, Campbell’s Chunky Soup, Disney Parks, Medco Health Solutions, General Mills and The Goodyear Tire & Rubber Company.

ABOUT THE MERCURY AWARDS:

Judging for the **International MERCURY 2008/09 Awards** represented the most illustrious, creative professionals in the public relations industry. Over forty distinguished public relations, marketing, and advertising agencies, as well as corporate communications departments and public affairs offices participated in the judging involving over 100 professionals from Australia, Canada, Europe, Hong Kong, Korea, Mexico and the United States. Some of the elements considered in the judging process were: how effectively the material met the stated objectives; how well the material was communicated to the designated audience; use of imaginative and original solutions; and the overall expression of the message. Gold, Silver, Bronze, and Honors awards were presented to the top 30%, based on averaged scores. Grand Awards were selected from the top scoring gold winners in each category.

This year over 980 entries were received from 21 countries including Antigua West Indies, Australia, Austria, Canada, France, Germany, Hong Kong, Italy, Japan, Korea, Luxembourg, the Netherlands, New Zealand, People’s Republic of China, Poland, Portugal, Scotland, Spain, Switzerland, Turkey, the United Kingdom and the United States.

The annual award is named for the Roman god who was the messenger of the other gods. The **MERCURY Award** symbolizes the spirit of the message communicated. It is the creativity, originality, and talent of the individuals involved to whom the program is dedicated. The annual **MERCURY Awards** competition was established in 1987 by MerComm, Inc., the world’s only independent awards organization. The awards programs were founded to promote excellence in the various fields of communications.

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 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.

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