



For Immediate Release:

PRWEEK NAMES COYNE PUBLIC RELATIONS MIDSIZE AGENCY OF THE YEAR

One of the Country's Fastest Growing PR Firms Secures Two Awards at the 2009 PRWeek Awards Dinner

Parsippany, N.J., March 6, 2009 -- *PRWeek*, the nation's leading PR trade publication, named Coyne Public Relations **Midsize Agency of the Year** last night at Tavern on the Green in New York City at the annual *PRWeek* Awards dinner. Out of the eight categories for which it was nominated--most ever for the agency--Coyne Public Relations also took home a first place trophy in the category of **Best Use of Broadcast (TV and Radio)**.

"This is a very exciting week for our agency; it's an exciting year for that matter. We worked very hard this year and last night proved that hard work pays off. We stayed true to our mission statement that if you hire the best people the best clients will want to work with you. Then, the best work will come from your agency. This is a culmination of years of hard work," said Tom Coyne, CEO of Coyne Public Relations. "Because of our strong belief in a total team effort we brought our entire agency to the dinner, all 90 employees, to celebrate our victories."

Midsize Agency of the Year:

Coyne defeated Padilla Speer Beardsley, Qorvis Communications, Text 100 Global Public Relations, and WeissComm Partners in the category of **Midsize Agency of the Year**. Coyne Public Relations billed \$11.5 million in 2008 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. Coyne Public Relations was a finalist in this category five of the past seven years.

Best Use of Broadcast (TV and Radio)

Coyne and The Goodyear Tire & Rubber Company:

Coyne Public Relations' auto team won first place for the *Goodyear 'Get There' Awards*, a program designed to leverage Goodyear's Olympic involvement. The program recognized individuals who most helped Olympians in 28 sports achieve their dream of competing in the 2008 Olympic Games in Beijing. Judges commented on the program's strong tie-in to the brand, clear and consistent messaging with the 'Get there' theme. In all, Coyne and Goodyear garnered more than 50 million media impressions including coverage on *ESPN*, *CNN*, and *Fox Business Network*.

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ABOUT THE *PRWEEK* AWARDS:

A *PRWeek* Award is the highest accolade in the PR industry, given each year to the best corporate, nonprofit, and agency teams, as well as to the campaigns that they produce. The Awards highlight the important work done by PR professionals every day. The *PRWeek* Awards 2009 presentation took place on March 5, 2009, at Tavern on the Green in New York.

The judges comprise top professionals from the agency, corporate, nonprofit, education, and government ranks, and are among the most respected people in the industry. These top practitioners come together voluntarily, donating their valuable time to grade campaigns, individuals, and teams.

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. 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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