



For Immediate Release:

THE WINNING STREAK CONTINUES...COYNE PUBLIC RELATIONS CELEBRATES TWO 2009 SILVER SABRE AWARDS

Parsippany, N.J., May 13, 2009 – Coyne Public Relations, one of the fastest growing public relations agencies in America, today announced that it has won two 2009 Silver SABRE awards, which are sponsored by Paul Holmes, the publisher of The Holmes Report. The SABRE awards recognize superior achievement in branding and reputation.

Coyne Public Relations was awarded a silver SABRE for a fashion and beauty campaign on behalf of its client Mary Kay titled “A Kiss for Country”: Country Music Artists Partner with Mary Kay to Kiss Domestic Violence Goodbye. The agency also secured a Silver SABRE in the category of entertainment on behalf of its client the Harlem Globetrotters for a campaign titled “Magic as Ever” 2007-08 Tour.

“These SABRE awards are a true testament to the superior level of work that we provide our clients,” said Tom Coyne, CEO, Coyne Public Relations. “SABREs are among the most well-regarded awards in our industry and I want to personally congratulate the agency’s employees for their ongoing commitment to deliver the best that PR can offer.”

Silver SABREs recognize the best programs in specific industries, from agribusiness to travel and tourism. The campaign winners were announced at an annual awards dinner held at Cipriani in New York City on May 12.

ABOUT THE SABRE AWARDS:

The SABRE Awards are sponsored by Paul Holmes, the publisher of The Holmes Report to recognize Superior Achievement in Branding and Reputation. SABRE Awards are given in four categories - Gold (campaign awards), Silver (awards by industry), Bronze (public relations tactics) and Iron (public relations industry programs and products). The programs honored represent the best work of the public relations industry during the year 2008.

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 15 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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