



For Immediate Release:

COYNE PUBLIC RELATIONS RECOGNIZED FOR EXCELLENCE WITH SIX 2008 SABRE AWARD NOMINATIONS

Parsippany, N.J., April 10, 2009 – Coyne Public Relations, one of the fastest growing public relations agencies in America, today announced that it is a finalist for six 2008 SABRE awards, which are sponsored by Paul Holmes, the publisher of The Holmes Report to recognize Superior Achievement in Branding and Reputation. Coyne Public Relations has been nominated for a Gold SABRE award, three Silver SABRE awards and two Certificates of Excellence in the Bronze Award.

“The SABRE awards are among the most esteemed in our industry and we are excited to share our campaign success with our clients,” said Tom Coyne, CEO, Coyne Public Relations. “These award nominations are a testament to the client/agency relationships that Coyne Public Relations fosters and they demonstrate our agency’s ability to deliver breakthrough thinking and effective communications counsel.”

Gold SABREs recognize the best programs in specific brand-building and reputation management categories. Coyne Public Relations has been nominated for the following campaign:

- Executive Leadership: **Medco – “A Prescription for Leadership”:** **Medco Forges a Path to Transforming Pharmacy Care in America**

Silver SABREs recognize the best programs in specific industries, from agribusiness to travel and tourism. Coyne Public Relations has been nominated for the following campaigns:

- Fashion & Beauty – **Mary Kay – “A Kiss for Country”:** **Country Music Artists Partner with Mary Kay to Kiss Domestic Violence Goodbye**

- Entertainment – **Harlem Globetrotters – "Magic as Ever" 2007-08 Tour**
- Travel & Tourism – **Disney Parks – Park-Savvy Parents Become Walt Disney World's First Online Moms Panel**

Bronze SABREs recognize excellence in technical aspects of communication, including the production of annual reports, corporate advertising, or websites. Coyne Public Relations has been nominated for the following campaigns:

- External Publication Certificate of Excellence - **Medco Health Solutions Offers its "Perspective" on Health Care in America**
- Television Media Placement Certificate of Excellence - **Harlem Globetrotters - "Magic as Ever" 2007-08 Tour**

The 2008 SABRE award winners will be announced at a dinner 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 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.