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ASSOCIATES, INC.

**PRESS RELEASE**  
**For Immediate Release**

**BSY Associates Inc. Named Among Top Marketing Agencies by Crain's B2B Magazine**

HOLMDEL, NJ (April 23, 2007)— Crain's BtoB magazine for business-to-business marketing and advertising, has named BSY Associates Inc. of Holmdel as one of the top 100 agencies in the United States. BSY Associates is one of the approximately 30,000 advertising agencies in the United States, representing a total of \$22 billion in annual revenues.

BSY Associates Inc., a marketing communications firm was selected for the honor based on the agency's impressive client roster, creative excellence, company Web site, and overall growth and performance in 2006. Barbara Spector Yeninas, an award-winning journalist and maritime editor of the now-defunct Newark Evening News, started the company in 1974. This marketing communications firm grew from an entrepreneurial venture to one of the most respected agencies covering trade and transportation worldwide.

"This list of top agencies represents a superb array of talented and successful companies across the nation, most of them much larger than ours. We are honored to be in this level of excellence," said Ms. Yeninas, CEO and senior partner of BSY Associates Inc. "Our team is focused on one thing – doing great work for great companies," said Gordon Forsyth IV, managing partner. "We accept this recognition in partnership with our clients that challenge us to deliver creative results for their business every day." Forsyth joined BSY Associates in 2002.

BSY Associates Inc. provides a complete range of integrated marketing communications that involve public relations, advertising, corporate branding, event management, international crisis response, design—from ads to webs—and successful marketing advice to businesses of every size. Some of the clients—world-class brands—have been with BSYA since the company was founded 33 years ago. Some of the companies that utilize the agency are Evergreen Line, Horizon Lines, IBM's Transport division, National Retail Systems, and Evans Delivery.

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