

PRESS RELEASE
For Immediate Release

**For Second Year, BSY Associates Inc. Named Among
100 Top U. S. Marketing Agencies by Crain's BtoB Magazine**

Holmdel, NJ-based company has international client roster

HOLMDEL, NJ (April 16, 2008) – For the second consecutive year, BSY Associates Inc. of Holmdel has been named by Crain's BtoB magazine, as one of the top 100 business-to-business marketing and advertising agencies in the United States.

An international brand management and marketing communications firm founded in 1974, BSYA was selected for the honor based on the agency's overall growth and performance in 2007, the expansion of its impressive client roster, creative excellence and recognition for best-in-class work. The agency was started by Barbara Spector Yeninas, an award-winning journalist and maritime editor of the former Newark Evening News, and has grown from an entrepreneurial venture to become one of the most respected agencies covering trade and transportation worldwide.

"Our clients' expectations, their loyalty and word of mouth recommendations are what drive our success," said Ms. Yeninas, senior partner and CEO of the company. "The list of top agencies represents the select talented and successful companies across the nation. We are honored to be in this level of excellence."

"The practice of brand management, advertising and public relations is constantly evolving as is our relationships with our clients," said Gordon Forsyth, BSYA Managing Partner. "To be recognized as one of the best agencies in the U.S. at this time tells us we are on the right path toward creating ever more value for our client businesses."

BSY Associates Inc. provides brand management and integrated marketing communications services, including public relations, advertising, marketing consulting, event management, international crisis response and design.

In 2007, the agency acquired more than six new clients including two major German railroads, Polzug Intermodal and TFG-Transfracht. Other new clients include the Maritime Stakeholders Group, an alliance seeking to develop a superport in Philadelphia; and Ultra Logistics, a logistics technology operation.

Some of the clients—world-class brands—have been with BSYA since the company was founded 33 years ago. The agency roster includes the Evergreen Group, Horizon Lines Inc., National Retail Systems, and Evans Network of Companies, among others.

Editors note: Ms. Yeninas, a long-time resident of North Caldwell, NJ, resides in Holmdel. Mr. Forsyth is a lifelong resident of Fair Haven, NJ.

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