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PRESS RELEASE

For Immediate Release

BSY Associates Inc. Named Among 100 Top U. S. Marketing Agencies by Crain's BtoB Magazine

For 3rd consecutive year, agency is recognized for creative excellence

HOLMDEL, NJ (April 27, 2009)—For the third consecutive year, BSY Associates Inc. (www.bsya.com) of Holmdel has been named as one of the top 100 business-to-business marketing and advertising agencies in the United States by Crain's BtoB magazine.

"The worldwide economic crisis has brought attention to small businesses with vast experience who do excellent work like us," said Barbara Spector Yeninas, senior partner and CEO of the company. "Our clients' expectations, their loyalty and word of mouth recommendations here and abroad are what drive our success. 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."

BSYA was selected for the Top BtoB Agencies honor based on the firm's overall performance in 2008, the expansion of its impressive client roster and recognition for best-in-class work. The agency was started in 1974 by Ms. 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 continued success in 2008 is a credit to our team at BSYA," said Gordon Forsyth, BSYA managing partner. "I am convinced that you could not find a more customer-focused, dedicated and creative group of agency marketing professionals anywhere in the business."

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

In 2008, the agency acquired new clients including iCIMS, The Datamyne and Horizon Logistics. Some of the clients—world-class brands—have been with BSYA since the company was founded. The agency roster includes the Evergreen Group, Horizon Lines Inc., National Retail Systems, Hamburg (Germany Port Marketing), Evans Network of Companies and the two major German railroads—Polzug Intermodal and Transfracht, among others.

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Local editors note: Ms. Yeninas, a long-time resident of North Caldwell, N.J., resides in Holmdel. Mr. Forsyth is a lifelong resident of Fair Haven, N.J.

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