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**B · S · Y**  
ASSOCIATES, INC.

## **PRESS RELEASE**

For Immediate Release

### **BSY Associates Inc. Launches New Website**

*www.bsya.com*

*Leading B2B public relations and marketing agency offers services worldwide*

HOLMDEL, N.J. (March 31, 2009) – BSY Associates Inc. (BSYA), a Crain's top 100 business-to-business marketing and advertising agency, has launched its newly designed website, [www.bsya.com](http://www.bsya.com).

"The simplicity, ease of navigation and extensive portfolio allows Web visitors to instantly see our comprehensive service offerings," said Barbara Spector Yeninas, Senior Partner and CEO of BSYA.

BSY Associates Inc. is an award-winning marketing agency offering brand management, public relations, marketing consulting, corporate communications and promotional services to companies worldwide.

"Many companies can save considerable costs by outsourcing marketing to maintain brand awareness, despite limited resources, especially in the economic downturn we face this year," said Gordon Forsyth, Managing Partner of BSYA. "Our new website gives companies fresh ideas about how to use their brand in affordable ways to build market-leading competitive positions," he continued.

BSYA is based in Holmdel, N.J. and has been serving the needs of large and small companies, across all industries, for the past 34 years. BSYA offers affordable rates and personal dedication to each client's success, according to Ms. Yeninas.

#### **About BSYA**

BSY Associates Inc. was named a Crain's Top 100 BtoB Ad Agency in both 2008 and 2007. BSYA is a full-service brand management and marketing communications firm, offering brand identity and strategy development; integrated marketing consulting, planning and execution; advertising; design; public relations; event management; and crisis response. The company was started in 1974 by award-winning journalist Barbara Spector Yeninas and continues to exceed customer expectations with world-class service and personal dedication to clients' success. Ms. Yeninas was chosen as one of New Jersey's top 50 Businesswomen in 2007 by NJ Biz magazine. For more information about BSYA, visit [www.bsya.com](http://www.bsya.com) or call (732) 817-0400.

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