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PRESS RELEASE

For Immediate Release

BSY Associates Inc. Recognized for B2B Marketing Results

For 5th consecutive year, Crain's BtoB Magazine honors Holmdel-based agency for innovative campaigns, new client growth and expanded service capabilities

HOLMDEL, NJ (April 18, 2011) – BSY Associates Inc. (BSYA) has been named one of the top 100 business-to-business marketing and advertising agencies in the United States by Crain's BtoB magazine for the fifth consecutive year.

"As the economy began to improve and marketers increased ad spending last year, B2B ad agencies saw their businesses once again expand after two years of client cutbacks," said Kate Maddox, executive editor for BtoB magazine, a leading source for B2B marketers. "Smaller agencies also saw growth last year as they won new clients and grew their business with existing clients," Ms. Maddox continued.

BSYA earned a spot on the list by winning five new accounts and creating innovative marketing campaigns that served various industries from transportation and logistics to professional services and government sectors in 2010.

"True partnership with our clients allows us to act as an integral part of their team— for brand strategy, creative development and strategic marketing—to create compelling and relevant communications," said Gordon Forsyth, managing partner for BSY Associates. "We share this top honor with our clients," he continued.

"Whether it's placing executives as speakers at conferences, developing key messaging to differentiate new service offerings, or delivering market analysis, we develop winning strategies because our clients allow us to do what we do best," said Barbara Spector Yeninas, senior partner and CEO of BSY Associates, who started the company in 1974 and credits most agency growth to word-of-mouth from a list of clients—some of whom have been with the agency for more than three decades. "We simply love what we do," she continued.

BSYA launched Trade Partners Worldwide (TPW), a global marketing agency network dedicated to providing integrated brand development and public relations campaigns in a multi-lingual environment as needed for clients in the international trade industries early last year. TPW provides integrated marketing and public relations support with RTGC in Asia, Meantime in Europe, and BSY Associates in North America.

BSY Associates Inc. provides brand management, public relations, marketing consulting, corporate communications and promotional services to companies worldwide. To find out more, visit www.bsya.com.

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