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PRESS RELEASE

Gordon Forsyth, IV Receives NJBIZ Top 40 Under Forty Award

Recipients Honored at Awards Ceremony at the Palace at Somerset Park on Sept. 20

Holmdel, N.J. (Sept. 21, 2010)— Gordon Forsyth IV, managing partner of BSY Associates Inc. (BSYA), was named one of New Jersey's "Top Forty Under 40" by *NJBIZ*, a leading business magazine. Recipients were honored for making headlines in their field, sharing a commitment to business growth and professional excellence, and serving the community, according to the publication.

“Mr. Forsyth represents superb leadership skills in helping generate new business, creating innovative campaigns and producing proven results for clients,” says Barbara Spector Yeninas, senior partner, CEO and founder of BSYA.

Forsyth leads BSYA’s daily operations—a diverse team of business analysts, copy writers, designers, digital media, public relations and associate professionals dedicated to building market-leading brands through the effective application of integrated corporate marketing campaigns.

BSYA, founded in 1974, is one of the nation's top business-to-business (B2B) advertising agencies as voted by *Crain's BtoB* for the past four years. Located in Holmdel, BSYA provides results-oriented business development strategies, outsourced marketing, creative branding solutions and integrated marketing communications for companies of all sizes. The company’s client list includes global shipping companies; world ports; emerging and established information technology providers; leading retail services companies; health and welfare organizations; local and regional businesses; and national trade associations.

A lifelong resident of Fair Haven, NJ, Forsyth is a graduate of the University of Delaware. He and his wife, Elizabeth Rosen Forsyth, are the parents of two daughters and a son. He is active in community services and various recreation leagues in Monmouth County.

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