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ASSOCIATES, INC.

PRESS RELEASE

For Immediate Release

Holmdel-based BSY Associates Inc. Recognized In Top 100 Business to Business Agencies for 2010 *Crain's BtoB magazine honors company for 4th consecutive year*

HOLMDEL, NJ (March 19, 2010)—BSY Associates, Inc. (www.bsya.com) 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. This marks the fourth consecutive year BSYA has been honored. The publication evaluates agencies based on marketing campaigns, demonstrated growth and client roster.

"Our success is driven by BSYA's amazing clients who inspire the team to consistently reach for excellence. We are always committed to creating something relevant with value by devoting more than the necessary time, talent and effort," said Barbara Spector Yeninas, senior partner, founder and CEO of the company.

"The recent recession placed a true value on small businesses with real experience that do excellent work like we do," she added. "The list of top agencies represents the select talented and successful companies of all sizes across the nation. We are honored to be included again in this level of excellence."

Earlier this year, BSYA announced the development of Trade Partners Worldwide, a global marketing agency network dedicated to providing integrated brand development and public relations campaigns for clients in the transportation, logistics and international trade industries linking America and Asia. As the founding network partners, BSYA, based in New Jersey, and RTGC, based in Hong Kong, are combining BSYA's international marketing experience in North America with RTGC's public relations expertise in Asia.

"We continue to expand our agency capabilities, both from a geographical standpoint with our new Trade Partners Worldwide alliance and with new brand development services aligned with corporate communications strategies and tangible business value objectives," said Gordon Forsyth IV, managing partner at 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. Started by Barbara Spector Yeninas in 1974, BSYA continues to lead, exceeding expectations for clients attracted to the agency's expertise and entrepreneurial style.

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