

Taylor Named “Strategic Agency of the Year” by *The Holmes Report*

New York, NY, April 23 -- For the third consecutive year, Taylor has been recognized as an agency of the year by ***The Holmes Report***, one of the marketing communications industry’s leading media organizations.

The global leader in lifestyle, sports and entertainment public relations, Taylor was named the leading Midsize Agency each of the past two years as well as U.S. Agency of the Year in 2008. In 2009, Taylor has been honored as **Strategic Agency of the Year**.

In selecting Taylor, Paul Holmes, Publisher of *The Holmes Report*, remarked: “Normally, when we name a Strategic Agency of the Year, we are focused on the strategic counsel that firm provides to its clients. In the case of Taylor -- named one of our Agencies of the Year for the third consecutive year -- we are recognizing both the quality of its counsel and the quality of the strategy the firm has put in place for its own future . . . Taylor now derives about a third of its revenues from strategic counsel rather than execution, expanded its state-of-the-art research and planning capabilities and is now increasingly the lead agency for clients looking beyond publicity for cross-channel brand-building ideas. “

“When a group of highly-trained professionals practice an approach they truly believe in, they invest with it a great deal of passion and enthusiasm,” said Tony Signore, CEO & Managing Partner, Taylor. “Following a strategic path is not a ‘once in a while’ exercise at Taylor. It has become part of our culture; our DNA. This honor is further testimony to the success of a unique business model and our dedicated colleagues who supply the intellectual capital and strategic creativity that yields business impact for an elite roster of client partners.”

Taylor will be recognized along with the other winners at *The Holmes Report’s* annual gala, the Sabre Awards, in New York City on May 12.

About Taylor

Taylor partners exclusively with category leading consumer brands that utilize lifestyle, sports and entertainment platforms to achieve business building goals. Founded in 1984, Taylor, the 2008 U.S. Agency of the Year, has more than 100 employees with headquarters in New York and offices in Los Angeles, Chicago, Charlotte and London. The agency provides a full array of marketing communications services including: proprietary research and competitive intelligence, program planning and development, strategic media relations, Hispanic/multicultural marketing communications, digital and emerging media, measurement and evaluation, event production, and spokesperson procurement and training. Taylor’s portfolio of 2009 client partners includes MasterCard, Diageo, Gillette, Allstate, Coca-Cola, GlaxoSmithKline, Bombardier Recreational Products, Mars, Staples, Smirnoff, Guinness, Jose Cuervo, Kimberly-Clark, Jenny Craig, T. Rowe Price, Alltel, and IAC/Ask.com. Discover the difference at taylorpr.com.

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