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DMN3 WINS AT 2009 AMA HOUSTON CRYSTAL AWARDS

HOUSTON, TX (June 12, 2009) – DMN3 took home the award for Best Outdoor Campaign at the 23rd Annual AMA Houston Crystal Awards on Friday, May 29th. The award recognized the outdoor program planned and executed for the north Texas community of Shadow Lakes.

CONTACT:

Susan B. Itin
DMN3
713-868-3000
DMN3PR@dmn3.com

The AMA Houston Crystal Awards are open to all marketing professionals within the area, but only honor those that exhibit superior strategic campaigns over the past year. Each entry is judged on the campaign's ability to address a core problem, while using measurable objectives to develop a "winning" strategic message. With more than 400 attendees, the event showcased and reviewed marketing campaigns in a range of categories.

The winning campaign for the Best Outdoor award was a collaboration of DMN3 creative efforts by Julie Pitts (account lead), Charles Eldred (creative designer) and James Bates (graphic designer). Together they created a series of three billboards to reposition the Shadow Lakes brand and drive traffic to the property. To see the award-winning outdoor campaign, go to: http://dmn3.com/work/bill_southerland.asp

"The Shadow Lakes development is literally one of the most beautiful hidden treasures in Texas. The 'out of the home' campaign focused heavily on the lifestyle and benefits of living in this private community, with a playful and creative execution that extended above the board space. The feedback and response was tremendous and caught the attention of prospects in Dallas," said Julie Pitts, account lead.

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About DMN3

DMN3 (www.DMN3.com) is a marketing services agency focused on results. Our tailored measurement process goes beyond the typical direct marketing, digital or traditional advertising agency method of producing results. Our team is trained in the integration of online and offline to give clients the most return for dollars spent on acquisition and retention marketing. With almost 20 years of history in direct response marketing, DMN3 is well positioned for today's fast-paced, performance-driven world of advertising.