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DMN3 Wins in the 2009 Internet Advertising Competition

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HOUSTON, April 20, 2009 - [DMN3](#) is proud to have their expertise in direct response marketing acknowledged with two awards from the Web Marketing Association in the highly competitive [2009 Internet Advertising Competition \(IAC\)](#). The awards, [Best Real Estate Integrated Ad Campaign](#) and [Best Real Estate Email Message](#), were both for programs planned and executed for Texas land developer, Southerland Communities.

The IAC is open to all organizations and individuals involved in the development of internet advertising. The goal of the awards is to recognize and honor excellence in internet advertising. Entries were rated on creativity, innovation, impact, design, copywriting, and the use of medium. Judges included internet savvy professionals from Ogilvy Interactive, J. Walter Thompson, IBM, Razorfish, Boston Media and Apollo Interactive.

The winning Integrated Ad Campaign was a series of online ads for Southerland's [Bridlegate](#) Community in the Texas Hill Country which included multiple rollover frames and rich media. The campaign offered a free download of a guide on the benefits of owning land.

The Email Message category winner was an online "movie poster" announcing that [TerraMont](#), the Southerland guarded estate community in San Antonio, Texas would be the official site of the 2009 San Antonio Parade of Homes.

"I'm a big fan of online marketing as most of our prospects search online to learn about purchasing land and available properties. Being able to educate prospects through our online communications, track user experiences and then measure effectiveness makes this channel a great partner with traditional advertising. DMN3 has done a great job of helping us take advantage of the creative options and technology available to increase sales leads."

Jay Patterson - President, Southerland Communities

"Given the targets' tendency for online research, it makes sense to utilize dynamic online ad campaigns as part of the media mix. By using a fresh creative approach to a monthly email, we were able to garner the attention of prospects for an important community announcement via a movie premier concept. We have also been able to use this concept effectively across other channels and collateral due to its creative appeal."

Julie Pitts - Account Supervisor, DMN3

About [Southerland Communities](#)

Southerland Communities has been selling real estate in Texas for over 13 years. Southerland is dedicated to providing exceptional customer service, stewardship of the land, infrastructures and covenants to protect the integrity of the land, and quality living for community residents.

Southerland is currently selling acreage in four communities in Texas: [Bridlegate](#), [Copper Ridge](#), [TerraMont](#) and [Shadow Lakes](#).

About [DMN3](#)

DMN3 is a leading integrated direct response marketing agency providing online, offline and optimization programs. DMN3 was founded in 1992 and has offices in Houston and Dallas.

DMN3 clients include: American Airlines Credit Union, Houston Symphony, Kraton Polymers, Reliant Energy, Southerland Communities, The Methodist Hospital and Verizon Wireless.