

New Name, New Location for Direct Marketing Network

Houston-Based Marketing Firm, DMN3, Opens Dallas Office, Launches New Web Site

HOUSTON, October 10, 2007 – Direct Marketing Network, a leading direct marketing agency based in Houston, today announced a name change and the opening of an office in Dallas. While offline marketing has historically been the company’s strength, its new name, DMN3, better represents its expanded focus on all direct marketing disciplines, including online marketing.

“We want our name to better mirror the expertise we provide to clients,” said Pam Lockard, President and CEO. “The DMN3 name signifies our focus on integrating the three primary components of direct marketing – online marketing, direct response advertising and direct mail – into results-oriented campaigns.”

New Physical Domain in Dallas

Today, DMN3 also announced the opening of an office in Dallas. Several clients are already located in the Metroplex and the company feels this is a key market for continued growth.

“Opening a Dallas office puts us closer to some of our current clients, including American Airlines Federal Credit Union, Perot Systems and Jason’s Deli,” said Lockard. “It also gives us the opportunity to tap into the strong financial and consumer markets of Dallas/Fort Worth, complementing the business-to-business experience we gained from the Houston area.”

Heading up the Dallas office will be Ed Stafford, newly appointed as Executive Creative Director of DMN3. Stafford brings over 20 years of experience to the company and has served clients such as Dean Foods, Travelocity, Frito Lay and Starwood Properties.

A New Virtual Domain

Along with the new name and location, comes a new Web site, www.DMN3.com. The site launches today with a progressive and creative look based on needs-based research of the DMN3 target market.

“DMN3.com highlights our award-winning team of marketing strategists, graphic artists, writers, account managers and support staff,” said John LaCour, COO. “The emphasis is our expertise and knowledge, as shown in ‘The Rules,’ which are nuggets of marketing wisdom for online and offline media. The new office and website changes create a better DMN3 for our clients.”

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About DMN3

Founded in 1992, DMN3 is a leading direct marketing agency specializing in online marketing, direct response advertising and direct mail. DMN3 builds marketing success by knowing the rules – for online and offline – and when to break them, for clients including Reliant Energy, American Airlines Federal Credit Union, Verizon Wireless, Methodist Hospital, ConocoPhillips and Kraton Polymers. Learn more at www.DMN3.com.