

## FOR IMMEDIATE RELEASE

### DMN3 Named AMA Houston Crystal Awards Finalist



HOUSTON, TX – April 27, 2011 – DMN3, a marketing agency with offices in Houston and Dallas, TX, was recognized as a finalist in the 25<sup>th</sup> Annual Crystal Awards of the American Marketing Association Houston Chapter in multiple categories. All four entries submitted by DMN3 received finalist recognition for the Crystal Award in the below categories. Winners will be announced May 26, 2011 at the AMA Houston Crystal Awards Gala.

*Marketing Campaign – Business to Consumer: KelseyCare Advantage  
Direct Mail Two Dimensional (two entries): American Airlines Federal Credit Union  
Online Marketing Campaign: Star Furniture*

The Crystal Awards honors the best marketing strategy in the Houston region and is one of the largest and most prestigious marketing awards in the country. Entries are reviewed by a panel of leading marketing professionals outside of the Houston area. What distinguishes the Crystal Awards from other awards programs is that they emphasize the results achieved. Being a finalist or winner at the Crystal Awards means that the marketing stood above the rest in its effectiveness.

“As a Crystal Awards finalist, DMN3 is honored to be recognized in the Crystal Awards competition,” said Pamela Lockard, Founder & CEO. “We look forward each year to supporting and attending the Gala.”

This year’s Crystal Awards will be held at the Hyatt Regency in Downtown Houston. The evening will begin with the Finalists’ Gallery Reception at 6:00 PM followed by a seated dinner with entertainment and the announcement of winners. Tickets and tables are available online at [www.regonline.com/2011CrystalAwards](http://www.regonline.com/2011CrystalAwards).

For more information about the Crystal Awards, visit [www.CrystalAwards.org](http://www.CrystalAwards.org). For more information about DMN3, visit [www.DMN3.com](http://www.DMN3.com)

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#### About DMN3

[DMN3](http://www.DMN3.com) is a leading marketing services agency with offices in Houston and Dallas, Texas. The firm specializes in providing value through the design and management of customer acquisition and retention programs for the energy, financial and health care industries. [www.DMN3.com](http://www.DMN3.com)

#### About AMA

AMA Houston is the area’s premier professional marketing organization and the nation’s largest chapter. Named Chapter of the Year five times in the last seven years by AMA’s international headquarters, AMA Houston serves 1,100 members with diverse marketing expertise from a variety of industries.

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