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DMN3 Receives Award from Business Marketing Association for Work Completed for the East Harris County Manufacturers Association

HOUSTON (November 25, 2008) – DMN3, a leading direct marketing agency with offices in Houston and Dallas, was recently awarded the 2008 Lantern Award from the Business Marketing Association (BMA) for rebranding and Web work completed for the East Harris County Manufacturers Association (the Association).

The annual competition celebrates business-to-business marketing excellence in Houston and throughout the state of Texas by recognizing top-quality creative work and the rising standards of marketing thinking. DMN3 won the award in the category of most improved Web site under \$25,000. The project was completed as a part of a rebranding effort for the East Harris County Manufacturers Association, an organization made up of more than 120 chemical manufacturers, refiners and supporting distribution companies across East Harris County.

Both companies agree that the award represents a strong partnership of open communication that resulted in a successful initiative for the Greater Houston area.

“We are honored to receive this prestigious award,” said Pamela Lockard, president and CEO of DMN3. “It illustrates the innovative thinking of our employees and the excellent quality of work produced with each project.”

The Association’s revamped Web site is part of a new awareness initiative, “*Making Good*,” which launched in August. The initiative is an outreach effort to promote the economic contributions and product values made possible by industry. The Association revamped its Web site to serve as a useful resource that will provide information to the general public about the values and benefits of industry. The initiative also targets air quality and environmental issues throughout the region.

“We embarked on the “*Making Good*” initiative because we believe it’s important for our communities to know about the many contributions we make to the Greater Houston area,” said Don Empfield, chairman of the Association. “Revamping our existing Web site was a necessary step to reinforcing our commitment to clean air, as well as to improving the quality of life for citizens in the communities where we live and work.”

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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 for clients including Reliant Energy, American Airlines Federal Credit Union, Verizon Wireless, Methodist Hospital and Kraton Polymers. Learn more at www.DMN3.com.

About East Harris Manufacturing Association

The [East Harris County Manufacturers Association](http://www.ehcma.org) (the Association) is a professional organization of more than 120 chemical manufacturers, refiners and supporting distribution companies dedicated to increasing jobs, meeting or exceeding environmental standards and providing a better quality of life for its fence-line communities and for Greater Houston.

Since its founding more than 20 years ago, the Association has grown into the largest network of its kind in the world. Member companies transform natural resources into the materials needed to make many essential consumer products such as cosmetics, gasoline, jet fuel, lubricants, pharmaceuticals, electronics, building supplies, household products, clothes, plastics, automobile parts and thousands of other everyday goods. The Association also operates the Community Awareness Emergency Response (CAER) Line, a hotline available to the public that provides recorded updates about emergency situations in the area. The number is 281-476-2237. For more information go to www.ehcma.org.