

NOTE: PDFs and JPEGs of the Campaigns are attached to be placed in the Press Release.

**DMN3 CLIENT AMERICAN AIRLINES FEDERAL CREDIT UNION
WINS SEVEN DIAMOND AND MERIT AWARDS
FOR OUTSTANDING MARKETING AND BUSINESS DEVELOPMENT
ACHIEVEMENTS**

Houston, TX – American Airlines Federal Credit Union (AA Credit Union), a longstanding client of Houston and Dallas-based marketing/advertising agency DMN3 (www.dmn3.com), won seven awards at the CUNA (Credit Union National Association) Marketing & Business Development Council's Diamond Awards 2011 Competition.

The CUNA Marketing and Business Development Council is a national network comprised of nearly 1,000 credit union marketing and business development professionals. Awards are given in each of 33 categories ranging from advertising to community events and beyond. Award winners were recognized at the council's 18th annual conference in Las Vegas, Nevada on March 18, 2011.

Three of the awards that won were based on creative and results of Direct Mail campaigns produced by DMN3. The three campaign categories that won were: Credit Card Campaign submitted for single category; Credit Card Campaign submitted for series category; and Youth Checking Campaign for single category. The target audience consisted of credit union membership of all active or retired employees of American Airlines or American Eagle Airlines as well as employees of the air transportation industry and their families.

Pam Lockard, CEO and Founder of DMN3, said "These awards recognize the best-of-the-best in credit union marketing, advertising and business development and we are honored to have contributed to AA Credit Union winning these awards. Our five years as the credit union's agency of record has proven to exceed and retain their membership growth from years prior.

Lori Reeves, V.P. Marketing and Business Development of AA Credit Union, said "AA Credit Union is honored to have been recognized with these awards. We have a great partner relationship with DMN3."

DMN3 (www.DMN3.com) is a leading marketing services agency with almost 20 years of history in creating lead generation and customer-retention programs, with particular expertise in the health care, energy and financial services sectors. The DMN3 Institute (www.DMN3.com/institute) is the research, education and publishing arm of DMN3, with offices in Houston and Dallas, TX. It was founded to provide thought leadership, resources and training to marketing students and professionals who are passionate about staying ahead of the marketing curve.

