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FOR IMMEDIATE RELEASE

DMN3 ACQUIRES DIGITAL AGENCY SPUR INTERACTIVE

HOUSTON, TX (February 10, 2011) – Two leading Texas-based marketing firms join forces in the agency acquisition of SPUR INTERACTIVE (www.spurinteractive.com) by DMN3 (www.dmn3.com). Beginning on February 10, the SPUR team of digital marketing specialists and clientele will combine with DMN3 and operate under the DMN3 name.

“SPUR INTERACTIVE is a perfect addition to DMN3. Not only will it enhance our digital marketing capabilities for our existing clients, but it will add new marketing services for the SPUR clientele as well,” said DMN3 Founder and CEO, Pamela Lockard.

Established in 1992, DMN3 has offices in Houston and Dallas, TX and focuses on the energy, financial and health care industries. DMN3 clients include Reliant Energy, KelseyCare Advantage and American Airlines Federal Credit Union.

“We see a great business future for DMN3. Only New York City surpasses Houston or Dallas in the number of Fortune 500 company headquarters,” said DMN3 COO, John LaCour.” Adding SPUR’s digital expertise to our arsenal will mean stronger growth potential with DMN3 clients and new SPUR clients.”

The SPUR purchase brings a new talent pool and client base to DMN3, including ConocoPhillips, Star Furniture and The Scooter Store. Among the digital team joining DMN3 is Sara Stiles. She assumed a co-director role at SPUR a year ago and will add her digital and social media expertise as Director of Online Services at DMN3. Steve Latham founded SPUR eight years ago and will remain in an advisory position through the transition for SPUR clients.

“We talked to a number of potential suitors and chose DMN3 for their team, culture and clients,” said SPUR Founder and CEO, Steve Latham. “Pam Lockard and John LaCour run a tight and effective business at DMN3, and are regarded highly among marketing peers and colleagues in our community.”

DMN3 always strives to stay ahead in the marketing “game.” Acquiring SPUR demonstrates the DMN3 promise *to begin every program with the end in mind*. Forward thinking and pre-calculated action is imperative for an agency to survive and DMN3 is delivering on that promise.

“Having SPUR on board will only make us more strategic, more integrated, more nimble and more client-centric,” said Pamela Lockard.

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DMN3 is a marketing firm founded in 1992 with offices in Houston and Dallas. We deliver value to clients by focusing on three industries -- energy, financial and health care. We use industry knowledge and insights about the consumer's decision process to deliver campaigns that motivate customers to buy. www.DMN3.com