



For Immediate Release

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McDOUGALL & DUVAL TAKES FIRST PLACE AT 2008 FINANCIAL MARKETING AWARDS

Agency's NewportFed TV Spot Tops "Humor" Category at ABA National Awards Ceremony

AMESBURY, Mass., September 16, 2008 – McDougall & Duval Advertising added another award to its trophy case this week when the agency was awarded first place in the "Humor" category at the American Bankers Association's 2008 Financial Marketing Awards. McDougall & Duval was the only agency from Massachusetts to win a first place award, which was presented on Monday, September 15 in Denver, Colo.

The television commercial, created for NewportFed, was also the only advertisement from a New England bank to finish first at the national awards. The commercial, which was produced by Van Ness Creative Group of Beverly, Mass., can be viewed online at mcdougallduval.com.

"It is a rewarding feeling to know that you've competed with some of the most talented agencies in the country and come out on top," said Dan Duval, creative director/CEO of McDougall & Duval. "We are honored to add this award to the others we have. We are more grateful, however, to have clients like NewportFed who value strategic creativity – and a sense of humor – when communicating to their customers."

Established in 1972, the ABA Financial Marketing Awards recognizes the best bank advertising and marketing campaigns from across the U.S. The awards honor bank marketing professionals and their agencies for creative excellence based on bank asset size. Each category was judged in four asset levels: under \$500 million, \$500 million-\$1 billion, \$1 billion-\$5 billion and more than \$5 billion.

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A panel of financial services marketers and advertising professionals around the country judged each entry based on execution of the communications strategy, message and positioning, as well as the campaign's overall results. The NewportFed ad won the "Humor under \$500 million" category.

"Too often, those of us in the banking industry are perceived as too dry and serious," said Kevin McCarthy, President and CEO of NewportFed. "We felt that a light-hearted, humorous approach could help distinguish our 'Totally Free Business Checking.' The team at McDougall & Duval understood what we wanted and clearly delivered a spot that we are very proud of."

ABOUT THE AMERICAN BANKERS ASSOCIATION

The American Bankers Association brings together banks of all sizes and charters into one association. ABA works to enhance the competitiveness of the nation's banking industry and strengthen America's economy and communities. Its members – the majority of which are banks with less than \$125 million in assets – represent over 95 percent of the industry's \$13.3 trillion in assets and employ more than two million men and women.

ABOUT McDOUGALL & DUVAL ADVERTISING

McDougall & Duval Advertising is an independent advertising, marketing and public relations agency that serves as a strategic business partner to help clients gain market share. Known for the creativity of its concepts and the award-winning campaigns it delivers, the firm combines big ideas that challenge conventional wisdom with proven promotional strategies. One of the few remaining independent agencies in New England, McDougall & Duval has worked with companies in the banking and finance, tourism, education, manufacturing, technology and entertainment industries. For more information, visit www.mcdougallduval.com.

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