



For Immediate Release

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**McDOUGALL & DUVAL WINS FOR THE SECOND CONSECUTIVE YEAR
AT 2009 FINANCIAL MARKETING AWARDS**

Agency's NewportFed TV Spot Takes Second in "Humor" Category at ABA National Awards

(AMESBURY, Mass., September 28, 2009) – McDougall & Duval Advertising continued their winning ways at the national American Bankers Association Financial Marketing Awards earlier this month, taking second place in the "Humor Under \$500 million" category. McDougall & Duval took first place in the same category last year.

In a case of life imitating art, the agency was honored for a television commercial titled "Awards" it created for NewportFed of Newport, R.I. The new spot was a follow-up to a two-commercial campaign for the bank that captured last year's first-place award. All of the spots, which can be viewed online at mcdougallduval.com, were produced by Van Ness Creative Group of Beverly, Mass.

"It is a tremendous honor to be recognized by ABA two years in a row," said Dan Duval, creative director/CEO of McDougall & Duval. "I feel a great sense of pride knowing that our ads have competed with some of the top talent in the country and continue to be recognized as the best. Clients that understand the importance of creativity and humor, such as NewportFed, are invaluable to our agency because they allow us to push our own imagination to explore new ways to create memorable ads."

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 amusing and engaging way that the McDougall & Duval team presented our ‘Totally Free Business Checking’ really differentiated us from the competition,” said Kevin McCarthy, President and CEO of NewportFed. “We are pleased that a NewportFed commercial was honored again this year and look forward to continuing the award-winning relationship that we have established with McDougall & Duval. We are confident they will continue to deliver outstanding work that provides lasting value for our business.”

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 McDUGALL & 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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