



FOR IMMEDIATE RELEASE

CONTACT: Peter Hale
Tel: 978.388.3100 ext. 17
Email: phale@mcdougallduval.com

BANKFIVE SELECTS McDOUGALL & DUVAL AS NEW AGENCY OF RECORD
Award-winning Firm to Lend Advertising and PR Expertise to the South Coast Institution

(AMESBURY, Mass., June 22, 2009) – McDougall & Duval Advertising (www.mcdougallduval.com), an award-winning advertising, marketing and public relations firm, was recently selected by BankFive of Fall River, Mass. as its agency of record.

Incorporated in 1855, BankFive (www.bankfive.com) is the community bank for Massachusetts' South Coast, with 13 branch locations and nearly \$700 million in assets. McDougall & Duval, which represents several financial institutions throughout New England, will bring its expertise in financial marketing to support all of BankFive's branding, advertising, customer communications, and public relations efforts.

"We are honored that such a venerable community bank has selected our firm to drive their marketing and communications," said Dan Duval, Creative Director/CEO of the agency. "The BankFive management team recognizes they must engage their customers and prospects with fresh, creative messages, especially in the current economic climate. I am proud that McDougall & Duval's reputation for strategic creativity in the financial services industry helped us stand out in the minds of BankFive's leadership."

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.

###