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McDOUGALL & DUVAL NAMED BEST ADVERTISING FIRM

Amesbury Agency Wins Gold in Banker & Tradesman's Best of 2010 Readers' Poll

(AMESBURY, Mass., August 4, 2010) – McDougall & Duval Advertising (www.mcdougallduval.com), an award-winning marketing, advertising and public relations firm located in Amesbury, received the Gold medal for "Banking - Advertising/Marketing" in *Banker & Tradesman's* Best of 2010 Readers' Poll. The firm, whose clients include community and regional banks from around New England, believes it was helped by its reputation for the creative and results-oriented campaigns it delivers for its clients.

"Considering both the level of competition and the discerning readership of *Banker & Tradesman*, we're both proud and humbled to be selected as the best ad agency for 2010," said Dan Duval, the firm's CEO and Creative Director. "In getting this honor, I want to personally offer a special thanks to our clients. We're always glad when they select us to help shape their strategies and create their campaigns, and we're especially grateful that they would vote for us in this survey. That's a level of customer satisfaction that any company would be delighted to claim, and we don't take it for granted."

An independently owned agency, McDougall & Duval serves as a strategic business partner to help clients gain market share through unique and effective advertising, marketing and public relations strategies. With 13 seasoned professionals, the agency's team blends an entrepreneurial drive with the experience, talent, and professionalism of a large firm. 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. It is currently the agency of record for the New England Financial Marketing Association.

Banker & Tradesman is a leading business publication in New England, whose readership includes some of the most influential leaders in the banking, real estate and construction industries. Several thousand readers responded to the Best of 2010 Readers' Poll during the month-long voting period. The survey is subjective, but it is an opportunity for the readership to name who they believe are the best vendors for these industries in New England.

A reception for all the Readers' Poll winners will be held at the Boston Harbor Hotel in Boston on Monday, August 16.

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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