



For Immediate Release

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

SOUTH SHORE SAVINGS BANK SIGNS ON WITH MCDOUGALL & DUVAL ADVERTISING

(Amesbury, Mass., January 4, 2010) – McDougall & Duval, an award-winning advertising, marketing and public relations firm located in Amesbury, recently announced the addition of South Shore Savings Bank to its client list.

South Shore Savings Bank, a full-service mutual savings bank based in Weymouth, Mass. with 14 branches located throughout the South Shore, has chosen the agency to design and implement all of their advertising and marketing campaigns. By building on the bank's established community reputation, the agency will increase awareness through targeted efforts such as television commercials, radio spots, print advertising, direct mail campaigns and Web 2.0.

"For service-oriented institutions like South Shore Savings Bank to be successful, it's crucial that brand differentiation be at the center of their marketing plan," says Dan Duval, Creative Director/CEO of McDougall & Duval, "We are thrilled that they selected our agency to help drive and redefine the South Shore Savings Bank brand."

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.

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