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**ST. MARY'S CREDIT UNION AND EXTREME ADHESIVES TAP McDUGALL & DUVAL**  
***Agency Helping Develop Brand Identities for New Service and Product Offerings***

(AMESBURY, Mass., August 19, 2008) – McDougall & Duval Advertising, the award-winning advertising, marketing and public relations firm located in Amesbury, is proud to announce that it recently added two new clients.

**St. Mary's Credit Union**, a community credit union serving residents of Middlesex and Worcester counties, has retained McDougall & Duval to create and implement fresh advertising and marketing campaigns for the institution's existing services, as well as the launch of new financial products. The creative effort is considered vital by St. Mary's Credit Union to reach their immediate objectives and long-term goals.

**Extreme Adhesives, Inc.**, a leading manufacturer and distributor of high-performance adhesives based in Seabrook, NH, has hired McDougall & Duval to brand and market the company's new retail adhesive product. The agency is also providing design and advertising support to Extreme Adhesives' line of industrial grade products.

"When an established organization like St. Mary's Credit Union introduces a new product, it's a great opportunity for them to energize their existing members and attract new business. The same is true for Extreme Adhesives, whose new product gives them a chance to reach a whole new market segment nationwide," says Dan Duval, Creative Director/CEO of the agency. "Both organizations realize that eye-catching campaigns are vital for success. We are delighted that they know McDougall & Duval can deliver the kind of creative executions needed to reach their communication goals."

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## **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](http://www.mcdougallduval.com).

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