



**For Immediate Release**

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## **McDOUGALL & DUVAL ADVERTISING EXPANDS ITS CLIENT SERVICES TEAM**

### ***Brenda Miskinis and Lauren Rittenberg Join Award-Winning Firm***

AMESBURY, Mass., July 24, 2008 – McDougall & Duval Advertising, the award-winning advertising, marketing and public relations firm, announced today it has added two members to its account services team:

**Brenda Miskinis** joins the firm as a Senior Account Executive and will manage client relationships by directing their marketing and communications strategy and implementation. She brings more than 10 years of marketing experience in banking and financial services. Prior to joining McDougall & Duval, Miskinis was an Assistant Vice President for Marketing at RiverBank of Massachusetts (formerly Lawrence Savings Bank), where she oversaw the bank's marketing initiatives. She is a graduate of Merrimack College with a bachelor's degree in Business Administration/Marketing Concentration. Miskinis and her husband live in Northboro, MA.

**Lauren Rittenberg** has been hired as Account Coordinator/Traffic Manager. She will support the execution of campaigns and participate in the creation of advertising and marketing strategies. Rittenberg will also play a key role in the agency's public relations initiatives. She graduated cum laude from Saint Anselm College with a bachelor's degree in English and is a resident of Amesbury.

"Throughout our 12 year history, McDougall & Duval has brought on the best talent to help our clients meet their communication goals," says the agency's CEO and Creative Director, Dan Duval. "The addition of Brenda and Lauren highlights both the proven experience and fresh perspective that allows our agency to create winning campaigns for our clients."

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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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