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McDOUGALL & DUVAL AGAIN NAMED ONE OF THE BEST BANK MARKETING FIRMS

Amesbury Agency Wins Silver in Banker & Tradesman's Best of 2011 Readers' Poll

(AMESBURY, Mass., August 8, 2011) – McDougall & Duval (mcdougallduval.com), an award-winning advertising, marketing, social media and public relations firm located in Amesbury, recently received the Silver medal for "Banking - Advertising/Marketing" in *Banker & Tradesman's* Best of 2011 Readers' Poll. The honor marks the second year in a row that the firm has ranked as one of the region's top agencies, having won Gold in 2010.

"We're proud to once again be named one of the top agencies by the readers of *Banker & Tradesman*, because it means that our ability to deliver creative, strategic, results-oriented campaigns is being recognized not only by our clients, but by their peers as well," said Dan Duval, the firm's CEO and Creative Director. "We look forward to continuing to deliver those results for our clients in the coming year, and plan to again earn their confidence, loyalty, and business."

An independently owned agency whose clients include community and regional banks from around New England, McDougall & Duval serves as a strategic business partner to help clients gain market share through unique and effective advertising, marketing, social media 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.

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 2011 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.

ABOUT McDOUGALL & DUVAL

McDougall & Duval 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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