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SQN BANKING SYSTEMS RETAINS MCDOUGALL & DUVAL

Agency to Drive Public Relations Efforts for Fraud Detection Leader

(AMESBURY, Mass., August 3, 2011) – McDougall & Duval (mcdougallduval.com), an award-winning advertising, marketing, social media and public relations firm located in Amesbury, Mass., announced it has been retained by SQN Banking Systems (sqnbankingsystems.com), a leading provider of integrated fraud detection and process improvement products for the financial industry. Under the agreement, which took effect June 1, the agency will assist SQN Banking Systems in its public relations and communication efforts.

“We are excited to put our extensive financial services experience to work for SQN,” says Peter Hale, Director of Public Relations at McDougall & Duval. “The banking industry faces ever-changing threats to financial security. The contributions SQN has made in the past and that the company continues to make for banks and their customers are invaluable. We look forward to helping them spread the word about their company, their products, and the security they can offer.”

McDougall & Duval will help SQN meet its communications goals by regularly issuing press releases of company news, generating a quarterly newsletter for SQN customers, exploring editorial opportunities in the industry press, and assisting in finding speaking engagements where the company’s thought leaders can comment on issues of fraud protection and security.

About SQN Banking Systems

Located in Rancocas, New Jersey, SQN Banking Systems sets the standard for fraud detection and process improvement software in the financial services industry. For nearly 30 years, financial institutions of all sizes have relied on SQN because its suite of SENTRY products delivers improved earnings for customers and can reduce check fraud losses by as much as 84 percent. SENTRY includes exception item processing, image fraud detection, automated signature comparison, signature verification and display, transaction analysis, official check verification, and safe deposit operations management. For complete details on SQN and its line of SENTRY products, visit sqnbankingsystems.com.

About McDougall & Duval Advertising

McDougall & Duval Advertising is an independent advertising, marketing, social media 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 mcdougallduval.com.

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