

NEWS RELEASE

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FOR MORE INFORMATION CONTACT:

JENNIFER HOFF

JENNIFER@MERGINGDESIGN.COM

713.574.9470 x 107

MergingDesign wins Gold and Bronze Art Directors Club Awards

HOUSTON, TX...The Art Director's Club of Houston (ADCH) honored MergingDesign with awards in two categories. The redesigned MergingDesign corporate website won a Gold Award, while a Bronze was awarded to a cross-media campaign for client BMC Software.

The irreverently themed "Show Your Ass" award show exposed some of the best professional and student work in Texas. The 52nd annual ADCH show delivered 88 professional medals and 45 student medals from a record number of 465 entries in the largest ADCH turnout ever.

"The MergingDesign website merges design, copywriting, and interactivity to deliver a unique user experience and convey our brand-centric approach," explains MergingDesign partner and Creative Director Mark Adams.

"The Interactive Campaign award for our cross-media campaign is exciting," says Managing Partner Jennifer Hoff, "because it validates our success combining great creative work and integrated marketing tactics such as database marketing and opt-in newsletters."

Mark Adams also served as a judge for the ADCH student competition, which received entries from universities across Texas.

About MergingDesign

MergingDesign is a marketing communications firm that merges branding, interactive design, and integrated marketing to help companies create, clarify, and communicate their message. "We help clients build their brand, tell their story, and sell their products," explains founding partner and Creative Director Mark Adams.

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