



News Release

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Creativity Lands M/C/C Multiple Awards

Excellence in advertising, public relations bring numerous honors in 2007

Dallas – Nov. 27, 2007 – It has been a successful 2007 for M/C/C – the Dallas-based marketing, advertising and public relations agency – which has been the recipient of 10 regional and international awards recognizing excellence in ad creativity and marketing. In addition, the Texas Public Relations Association’s (TPRA) Best of Texas awards recognized M/C/C twice for its success in public relations earlier this year. Creative headway in multiple advertising and writing competitions makes 2007 one of the most successful years in M/C/C’s 21-year history.

“Being recognized for creative brilliance, both regionally and globally, is a tremendous honor and a trend M/C/C can get used to,” said M/C/C President and Founder Mike Crawford. “The innovative minds that make up M/C/C are always pushing toward new heights with every project that touches our hands. Creativity is the fuel that drives M/C/C, and we are constantly topping off the tank.”

There were several print and video ads that earned recognition in multiple competitions. M/C/C’s original concept for BCKK Engineering’s “atural Gas” magazine ad won gold at the Davey Awards, gold at the MarCom Awards, an Addy Award and was a finalist at The International Business Awards, also known as the Stevie Awards. M/C/C received

three awards for its own “Wasted” print ad – taking home a platinum award at the MarComs, a silver award at the Daveys and a finalist finish at the Stevies. In addition, the Daveys honored M/C/C with two silver awards for GDI’s “Revolution” and “Blood, Sweat and Tears” newspaper ads, and the MarComs honored M/C/C with a platinum award for its work on the Big Thought Endowment Package and an honorable mention for M/C/C’s “Living the Unexpected” e-mail campaign.

In March, the TPRA recognized M/C/C for success in public relations. The agency received the Best of Texas Merit Award for its external newsletter for Samsung BCS titled, “Imagine the Possibilities.” Also, M/C/C was awarded silver in the “Speech” category for work with Alienware on the keynote speech, “Better Than Real – The Immersive Worlds of Tomorrow’s Technology.”

“Through print, broadcasting, e-mail, video and any other technology we can get our hands on, M/C/C utilizes all of our resources to strengthen our clients’ brand presence in their diverse markets,” Crawford said. “When you’re in a competitive situation, you want to distinguish yourself from the rest of the pack. M/C/C has been pushing companies beyond expectation and into the unexpected for 21 years, and we’re just getting warmed up.”

About M/C/C

Dallas-based M/C/C provides marketing, advertising, public relations, Internet marketing and research for companies ranging from growing start-ups to global leaders. Several of M/C/C’s clients dominate their industries, including Alienware, CapRock Communications, L-3 Communications Infrared Products and CommScope Enterprise Solutions. The agency’s mantra of “living the unexpected” has not only helped clients exceed their marketing goals, but it consistently has made M/C/C one of the top PR and ad agencies in Dallas for more than 20 years. M/C/C’s Web site is <http://www.mccom.com>.

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