

NEWS RELEASE

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For Immediate Release

3 Advertising wins two “Marketer of the Year” (MOY) Awards from the New Mexico chapter of the American Marketing Association (NMAMA).

Albuquerque ad agency/design firm wins Marketer of the Year Awards and an Award of Merit for overall campaign effectiveness for three different clients.

(Albuquerque, NM) February 22, 2008 -- 3 Advertising won two Marketer of the Year awards last night at the 2008 New Mexico American Marketing Association MOY Awards. The awards recognize overall campaign effectiveness and marketing results. This year’s award show had the highest number of entries in the event’s history.

One of the two MOY awards won by the agency was for most effective radio campaign for OSO Technologies. The campaign highlighted OSO’s Data Center, which serves as a colocation and disaster recovery center for businesses.

The second MOY award was for the interactive category. The winning entry was for the Old Guys Rule website (<http://www.oldguysrule.com/>) and accompanying interactive campaign materials. Old Guys Rule is an e-commerce retailer based in Ventura, California. This was the second year in a row that Old Guys Rule won the interactive category for best results.

In addition, 3 Advertising won an Award of Merit in the direct mail category for a campaign created for Sandia Laboratory Federal Credit Union.

“The MOY awards recognize that advertising must not only be creative, it must be effective,” says Chris Moore, strategic director of 3 Advertising. “We’re honored to help our clients achieve their business goals.”

More information about the NMAMA awards can be found at <http://nmama.org/moy/index.htm>.

About 3: 3 is a full-service advertising and design firm based in Albuquerque, New Mexico. The firm’s partners have years of national and international award-winning experience in branding, marketing and advertising/design for multiple business categories as well as social and cause-related efforts. 3 was founded by Chris Moore, Sam Maclay and Tim McGrath. The firm opened on September 1, 2005. Web site: www.whois3.com.

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