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## **DMW WORLDWIDE ANNOUNCES TWO PROMOTIONS**

WAYNE, Pa. — March 12, 2007 — Warren Hunter, President and CEO of DMW Worldwide LLC, announced that the agency has promoted Megan Howe to Senior Account Executive and Barbara Scholey to Associate Creative Director.

Since joining DMW as Account Executive, **Howe** has demonstrated the skills required of a Senior Account Executive as she effectively served multiple clients. In her new position, Howe is responsible for Highmark Blue Cross Blue Shield core business and Northern Plains Alliance (a coalition of seven Blue Cross Blue Shield plans) direct marketing initiatives. Before coming on board at DMW, Howe was an Account Executive at Boyd Tamney Cross Marketing.

“DMW clients have come to depend on Megan to keep their direct marketing efforts on strategy, on schedule, and within budget,” commented Hunter. “She is a valuable asset to our account services team.”

**Scholey** joined DMW five years ago and has contributed to a broad range of clients in the creative department. Her work spans multimedia efforts for accounts including Goal Financial, AIG, and multiple Blue Cross Blue Shield plans. Bringing experience from her years working with clients in direct marketing, reaching back to her time at Scali, McCabe, Sloves in New York, Scholey brings valuable insights into the overall creative and marketing strategy, concept, and copy execution, as well as art and design. Scholey is a Pratt Institute graduate with a BFA in Advertising Design.

“This new title recognizes Barb’s ongoing contribution to the agency product and her work with clients in our Health Insurance and Commercial groups,” said Hunter. “The promotion is well deserved.”

### **About DMW Worldwide LLC**

DMW Worldwide is a full-service direct response advertising agency with offices in Wayne, Pa., and Plymouth, Mass. The ECHO Award-winning agency — which ranked 38<sup>th</sup> in the prestigious *Advertising Age* “Top 50 Direct Marketing Agencies” list and 6<sup>th</sup> in the *Philadelphia Business Journal* list of “Top 25 Advertising Agencies” — provides strategic planning, creative, database management, broadcast, media, production, fulfillment, and Internet marketing. Industries served include insurance, health care, financial services, consumer products, B2B, and non-profit. Warren Hunter, President and CEO of DMW, can be reached at 610-407-0407 or via e-mail at [whunter@dmwdirect.com](mailto:whunter@dmwdirect.com). Visit DMW’s Website at [www.dmwdirect.com](http://www.dmwdirect.com).

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*Editor: Please note that photos are available upon request.*