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**DMW WORLDWIDE AND CLIENTS WIN
HERMES CREATIVE AWARDS**

*Agency enters prestigious awards for first time,
takes home five awards.*

WAYNE, Pa. — July 10, 2007 — DMW Worldwide LLC and clients BlueCross and BlueShield of South Carolina, Sterling Commerce, and Network Health Plan were each honored with 2007 Hermes Creative Awards.

The Hermes Creative Awards is an international competition, administered and judged by the Association of Marketing and Communications Professionals, for creative professionals involved in the concept, writing, and design of traditional materials and programs and emerging technologies. The mission is to honor a high standard of excellence and to recognize work that serves as a benchmark for the marketing and communications industry. This year's competition attracted 3,500 international entries.

DMW itself won a **Platinum Award** for the self-promotional "Marketing Forum Follow Up" entered in the **e-mail blast category**. This innovative e-mail used a proprietary technology that places live video content, along with action links, directly into a recipient's e-mail box. This unique DMW "eTVmail" married high-impact technology with a tongue-in-cheek copy approach to obtain a 42% open rate. The Platinum Award is among the top 15% of all entries, judged to be the most outstanding entries in the competition.

DMW and clients BlueCross BlueShield of South Carolina and Sterling Commerce each won Gold Awards. The Gold Award is achieved by 18% of the worldwide entries, judged to exceed the high standards of the industry norm.

DMW and **BlueCross BlueShield of South Carolina** won their **Gold Award** for the "Shades of Blue" package entered into the **direct mail piece category**. DMW was charged with generating interest in the Blue's Medicare Supplement product between two special enrollment periods, and building application leads for sales reps to follow up and close. The resulting Spring Interim campaign consisted of a direct mail package that offered prospects a free gift — a packet of seeds consisting of a special mix of Baby Blue

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Eyes, Blue Pimpernel, and Ageratum Blue Mink. The package was a 38% response winner, and drew almost 60% more leads than the two packages mailed the previous year, at one quarter of the cost per inquiry.

The **Sterling Commerce** “Aberdeen microsite” was honored with a **Gold Award** in the **Web category**. Sterling Commerce, an AT&T company with a best-in-class technology solution, turned to DMW with a marketplace challenge: extremely limited overall brand awareness. DMW responded with the “Aberdeen Group” campaign, built to promote brand awareness and credibility (with incentives) to generate leads. An exclusive report was commissioned from third-party industry analysts, the Aberdeen Group. Prospects were directed to a Website to access the report and learn more about Sterling Commerce. The Aberdeen Campaign generated 200% better than the client’s benchmark response rate for a lead generation campaign.

Honorable Mentions were awarded to DMW and **Network Health Plan** for their Website entry and to DMW and **Sterling Commerce** for the “Silver Envelope” direct mail effort.

About the Hermes Creative Awards

The Hermes Creative Awards is an international competition judged by the Association of Marketing and Communications Professionals (www.amcpros.com), which consists of several thousand marketing, communication, advertising, public relations, media production, Web, and freelance professionals. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, and freelancers. Visit www.hermesawards.com.

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 ranks 37th in the prestigious *Advertising Age* “Top 50 Direct Marketing Agencies” list — provides strategic planning, creative, database management, broadcast, media, production, fulfillment, and Internet marketing. Industries served include insurance, financial services, consumer products, B2B, and non-profit. DMW’s President and CEO, Warren Hunter, can be reached at 610-407-0407 or via e-mail at whunter@dmwdirect.com. Visit DMW’s Website at www.dmwdirect.com.

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