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CONTACT: Marc Diebold
Tel: 317.813.2220

dgs Marketing Engineers Earns Spot on BtoB's Top Agencies Report

2010 marks Indiana agency's first appearance on annual list

Fishers, Indiana, March 24, 2010 – dgs Marketing Engineers has been named to BtoB's 2010 list of top business-to-business agencies, which was published in the magazine's March 8 issue. dgs was one of just sixty agencies nationwide that were recognized in the small agency category, which consists of companies with annual revenues of up to \$10.9 million. dgs was also the only agency from Indiana to be named in this category.

Agencies are selected for BtoB's annual list based on a variety of factors including percentage of revenues that are business-to-business, revenue growth, new client wins, innovative work and expanded service capabilities. Focused exclusively on business-to-business marketing of technical products, dgs added five clients to its portfolio in 2009.

BtoB also took into consideration several significant successes that dgs achieved for existing clients, including branding of the newly launched MAXIEM line of waterjets by OMAX Corporation and conceptualization of the innovative Virtual Technology Center for Mazak Corporation. dgs also created GF AgieCharmilles' Urban Edge campaign, which represented a significant deviation from the manufacturing industry's traditional approach to advertising.

"The last year was tough for marketing agencies in general, especially those focused in manufacturing," says Marc Diebold, president and founder of dgs. "We worked hard to overcome these challenges and achieved substantial successes, both for our clients and as an agency. This recognition by BtoB is a great testament to the expertise, creativity and dedication of our team of employees."

Recognized as the leading publication for business-to-business marketing professionals in the United States, BtoB is published by Crain Communications. The magazine covers all aspects of business-to-business marketing and has a circulation of 45,000.

About dgs Marketing Engineers

dgs is a full-service, business-to-business advertising agency located in Fishers, Indiana. dgs provides a range of results-focused marketing communications services

geared toward technically minded people. For more information about dgs and its services, please visit dgsmarketing.com or call Marc Diebold at 317.813.2220.

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