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dgs Marketing Engineers Named to BtoB's Top Agencies List for Second Consecutive Year

Strong performance in 2010 receives national recognition

Fishers, Indiana, March 25, 2011 – For the second consecutive year, dgs Marketing Engineers has been named to BtoB's annual list of top business-to-business agencies. The 2011 list was made public in the magazine's March 14 issue. dgs received recognition in the small agency category, which consists of companies with annual revenues of up to \$11 million and only includes 70 agencies nationwide. dgs was one of three Indiana agencies to be named in this category.

BtoB selects agencies for its annual list by considering factors that include percentage of revenues that are business-to-business, revenue growth, new client acquisitions, innovative work and expanded service acquisitions. Focused exclusively on business-to-business marketing of products for technically minded people, dgs added five clients to its portfolio in 2010. The company has also added an additional three clients in 2011.

In reaching its decision, BtoB considered multiple successful advertising campaigns that dgs developed for clients in 2010. These included Discover Mazak for Mazak Corporation, Everything You Need for OMAX Corporation and Heroes for GF AgieCharmilles. Each of these campaigns succeeded in creatively strengthening the voice and stature of clients within their industries.

"We are extremely honored to receive this distinction for a second straight year," says Marc Diebold, president and founder of dgs. "Our team excels in working with clients to develop messaging that resonates with technically minded individuals. Our expertise with that segment has allowed us to provide innovative and exciting campaigns that effectively speak to our clients' customers and prospects."

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 offers advertising, public relations and other marketing services to companies targeting technically minded individuals. Located in Fishers, Indiana, dgs creates

results-focused marketing communications for a range of business-to-business clients. For more information about dgs and its services, please visit dgsmarketing.com or call Marc Diebold at 317.813.2220.

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