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For Immediate Release

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MMI Associates, Inc. Receives National Award

Raleigh-Based Marketing And Public Relations Firm Receives National Videographer Award

Raleigh, NC – MMI Associates, Inc., a Raleigh-based Marketing and Public Relations firm, has received the 2005 *Videographer Award, Award of Excellence*, for the firm's efforts in planning and implementing a successful marketing and public relations campaign for the Downtown Raleigh Alliance (DRA) Economic Development Video. The firm assisted in the production and marketing of the video that promotes the downtown area to prospective employers, investors, developers, and businesses considering relocation to Downtown Raleigh. Recipients of the Award of Excellence are projects that the judges deemed were written, produced, shot, edited, and/or marketed in an exceptional manner, exceed a high standard of excellence, and whose work serves as a benchmark for the industry.

"We are honored to receive this award," said Patty Briguglio, President. "Working with Downtown Raleigh Alliance has been a very rewarding experience, and we are pleased to see the Alliance's good works on behalf of our community being recognized."

About the Videographer Awards:

The Videographer Awards is an international awards program directed by communications professionals to honor talented individuals and companies in the video production field. Entrants include video production companies, advertising and public relations firms, corporate communications departments, cable and broadcast television operations, government agencies and schools, independent producers and wedding and special event producers. Past winners have come from all 50 states and numerous countries.

About MMI Associates, Inc.:

MMI Associates, Inc. is a full-service marketing and public relations firm offering a wide range of services to help clients achieve measurable results in brand awareness, name recognition, market penetration and crisis management. Established in 1994 in Phoenix, Arizona, this award-winning firm was named one of the top 10 public relations firms in the state by *Arizona Business Magazine* and *bizAZ Magazine*. In North Carolina, the *Triangle Business Journal's* Book of Lists for 2004 and 2005 recognized MMI as one of the top public relations firms in the Triangle. The firm has received numerous MarCom Creative Awards, the 2005 Videographer Award and the 2004 Communicator Award. For more information, please call 919-233-6600 or visit the website at <http://www.mmimarketing.com>.

Media and Press Contacts:

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