

For Immediate Release

Contact: Doug Davis
President
Davis Harrison Dion
312-332-0808
doug@dhdchicago.com



STRATEGIC COMMUNICATIONS

U.S. Waterproofing selects Davis Harrison Dion for Advertising

-- Davis Harrison Dion has been named the advertising agency of record for U.S. Waterproofing, the Midwest's largest waterproofing company.

The Michigan Avenue agency will provide U.S. Waterproofing with all aspects of advertising services including creative and media. The scope of the advertising is to include TV, radio, print, direct mail and web.

"We were very impressed with DHD's strategic approach," said Jerry Stock, U.S. Waterproofing president. "We're excited about working with them to grow our brand and business in the Chicagoland area."

Doug Davis, president of Davis Harrison Dion, said U.S. Waterproofing has a strong record of integrity and service that they can build on as they seek a larger share of the waterproofing market.

"They've been a force in the market for 50 years and have an outstanding reputation," Mr. Davis said. "We think they're in a great position for even more growth."

Based in Rolling Meadows, IL, U.S. Waterproofing is a full-service basement waterproofing company offering permanent solutions for almost all causes of basement seepage. With more than 200,000 dry basements to its credit, the company services residential and business owners in northern Illinois, northwest Indiana, and southern Wisconsin.

A Chicago advertising force for more than 25 years, Davis Harrison Dion offers a full range of strategic, account, creative and media services. The agency has a roster of business-to-business and business-to-consumer clients in areas including food production, manufacturing, assisted living communities, higher education, materials testing, tourism and chemicals.

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