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MEDIA ALERT

Dean Johnson Design Showcases Tiny Buttons for Elections **Firm distributes political activism buttons with cheeky humor**

INDIANAPOLIS (October 14, 2008) — Dean Johnson Design has taken to the street with a new guerilla marketing initiative. With the launch of its tiny buttons, Dean Johnson is able to share a small piece of its design talent while using humor to create a positive buzz around the upcoming election.

Some of the political slogans that can be found on the tiny buttons include the following:

- Vote or Pie
- Blue States Make Me See Red
- Red States Make Me Blue
- Americans for Elections

To order your own set of free political buttons or to check out what other projects the Dean Johnson team is working on visit www.deanjohnson.com

About Dean Johnson Design

Dean Johnson Design was founded in 1987 and is located on Massachusetts Avenue, the heart of the Indianapolis art district. The design firm is comprised of an elite group of professionals with expertise in brand identity, strategic marketing, environmental design and advertising. Dean Johnson is also an active member of the art community through its non-profit gallery, which supports local artists, and its "Dialogue," a community newsletter written and designed by DJD staff. For more information please call 317.634.8020 or visit www.deanjohnson.com.