

SOUTHWESTERN NEWS

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TEMERLIN MCCLAIN PLEDGES SUPPORT FOR UT SOUTHWESTERN RESEARCH

DALLAS — September 2, 1994 — Temerlin McClain, a locally based advertising and public relations firm with a worldwide list of clients, has pledged \$40,000 to further research at The University of Texas Southwestern Medical Center at Dallas. The gift will be matched by the medical center's Fund for Molecular Research.

Liener Temerlin, chairman of the firm, is a longtime supporter of UT Southwestern and along with Lee Raymond, chairman of Exxon Corp., has chaired the medical center's \$150 million fund drive, the largest in Dallas' history.

Temerlin McClain provides advertising, public relations, direct marketing and research services to a client list that includes American Airlines, J. C. Penney, Subaru, NationsBank, Steak and Ale, Bennigan's, Long John Silver's and Halliburton Co.

"The city is privileged to have an outstanding institution like UT Southwestern," Liener Temerlin said, "and our company is proud to help as it grows and improves to become the best of its kind."

Dr. Kern Wildenthal, UT Southwestern president, said the medical center "is extremely appreciative of all that Liener Temerlin and Temerlin McClain have done and continue to do for our community and for UT Southwestern."

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