

news release

channel communications, llc

401 washington avenue
suite 205
towson, md 21204
p 410.296.0697
f 410.296.0963

For Immediate Release

Contact: Cory Farrugia
410-296-0697

Channel Develops New Center Opening Multimedia Campaign for Patient First

BALTIMORE, MD, September 15, 2008 — Channel Communications has developed a new Center opening effort on behalf of Patient First Neighborhood Medical Centers.

Patient First has been adding new Center locations to their portfolio and needed to generate awareness and patient volumes for each new opening. Channel Communications was tasked with developing an effort to communicate all of the services that Patient First has to offer, while also delivering a strong Now Open in 'location goes here' callout. The campaign entitled 'Olivia' consists of one animated television spot, two companion radio spots, one print ad, billboard and mall diorama posters as well as targeted direct mail pieces. All of these elements follow the story of Olivia, an eleven year old ballerina who gets sick three days before her big recital.

'We are very pleased with the 'Olivia' effort. It communicates who we are, what we do and where our newest Center is located.' said Jim Schulenberg Director of Public Relations and Marketing at Patient First. 'People are talking about the campaign and our patient volumes are doing very well.'

With offices in Baltimore, MD and Washington, DC, Channel Communications provides a full range of integrated services, including branding, marketing and advertising, direct marketing and interactive media.

-30-