

channel communications, llc

news release

401 washington avenue
suite 205
towson, md 20815
p 410.296.0697
f 410.296.0963

For Immediate Release

Contact: Cory Farrugia
410-296-0697

Solid experience and creative leadership lands an important branding and lead generation program from the Aircraft Owners and Pilots Association Insurance Agency

Insurance experience and creative strength land the AOPA Insurance Agency business

BALTIMORE, MD/WASHINGTON, DC, April 1, 2004 — Channel Communications, LLC, an integrated marketing communications company, announced today it was awarded the branding and lead generation assignment for the aircraft owners program for AOPA's Insurance Agency.

The AOPA Insurance Agency is the largest light aircraft insurance agency in the world and is the only aircraft insurance agency backed by AOPA's 60 years of general aviation experience.

"We often require our advertising and marketing to do double duty. We need strong brand recognition but we also need the phones to ring. The topic of aircraft insurance is a hot one with our members and our advertising addresses those issues head on. Starting in April 2004, we embarked on an educational campaign informing our members to take control of their coverage," said Debbie Hayden, Program Director, AOPA Member Products. "This is a very different approach for us and the folks at Channel Communications delivered a smart and issue oriented campaign—it looks great too!"

Channel Communications, with offices in Baltimore, MD and Washington DC, provides a full range of integrated services, which include direct marketing, identity programs, marketing and advertising campaigns, corporate communications, broadcast and interactive media.

-30-