

channel communications

news release

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For Immediate Release

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Channel Communications selected as agency of record for Buddy's Pool & Spas.

Baltimore area pool and spa experts tap Channel to increase visibility

BALTIMORE, MD, March 1, 2009 – Channel Communications, an integrated marketing communications company, announced that it has been named agency of record by Buddy's Pool & Spas. The scope of work will be to develop a new branding look and feel to be communicated through a variety of tactical elements.

"Buddy's is a perfect client for Channel Communications" said Cory Farrugia, President of Channel Communications. "Their mission, vision and services are the right complement to our capabilities. We're eager to help ensure that Buddy's is top of mind when it comes to pools and spas in Baltimore."

With offices in Baltimore and Washington, DC, Channel Communications (www.channel-com.com) provides a full range of integrated services, including branding, marketing and advertising, corporate communications, broadcast and interactive media.

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