

channel communications, llc

## news release

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For Immediate Release

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### **Account Executive Joins The Channel Team**

*Position brings depth of resources for continuing growth of business.*

BALTIMORE, MD/WASHINGTON, DC, March 21, 2005 - The Channel team, an integrated marketing and communications company, announced today that Dana Mastromatteo joined the agency as account executive.

Dana is an account executive with three years experience in advertising and is pursuing her masters in communications management. Formerly with GKV Communications, Dana joins Channel Communications with a background in planning and implementing grassroots campaigns as a key member of the Department of Health and Mental Hygiene's - Maryland Smoking Stops Here team. Dana has also worked closely with a variety of other clients developing advertising and marketing campaigns including, The Port of Baltimore and Music & Arts Center.

"Dana was eager to join Channel. She wanted more responsibility and wanted to better understand how an agency is run. That is what set her apart." said Cory Farrugia, of Channel Communications. "I'm very excited to join the Channel Team. It's exhilarating to be a part of a growing communications firm. It gives me the opportunity to get my hands in all facets of the business and to better expand my knowledge of clients and their industries."

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

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