

channel communications, llc

news release

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For Immediate Release

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The Channel team is awarded several Goal Financial assignments.

Agency to create marketing and advertising communications for one of the nation's largest student loan providers.

WASHINGTON, DC/BALTIMORE, MD, May 30, 2006 — The Channel team, a branding and integrated marketing communications company, has been hired by Goal Financial, LLC to develop a brand aesthetic and messaging for a wide range of its advertising and marketing materials.

Goal Financial is the 9th largest holder of student loans, providing over 199,000 students and their parents with \$7.2 billion in financing solutions for college and beyond. Goal has differentiated itself from traditional lending companies by reaching out directly to students with a wide array of financing solutions and resources early in the college planning process. Goal has more recently added a full range of online tools and resources to offer a total planning solution.

The contract, which begins immediately, will include the development of a branding approach that will be executed in a suite of corporate collateral materials, print advertising and trade show materials. Channel will also develop marketing and advertising materials for Goal's subsidiary companies, Scholarship Experts and eStudentLoan.com. According to Goal's Vice President of Marketing, Matt Pinderski, "I worked with Channel in a previous position and was impressed by their understanding of the branding process. I am confident in their ability to communicate Goal's unique approach to our various audiences in a relevant and compelling manner."

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