

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

Postcards and Print Advertising Cure Good Samaritan Back Pain Seminars

MedStar Health selects Channel Communications to develop a direct response campaign for Good Samaritan Hospital's back pain seminars

BALTIMORE, MD/WASHINGTON, DC, February 1, 2004 — Channel Communications, LLC, an integrated marketing communications company, announced today that it was awarded the assignment to drive attendance to Good Samaritan Hospital's "Freedom of Pain" seminar series focusing on back pain.

Good Samaritan Hospital is a member of MedStar Health, a non-profit community based healthcare organization with seven hospitals serving the Baltimore/Washington area. The system is one of the largest health care systems in the Mid-Atlantic region.

"We have tremendous experience in driving attendance to seminars. For this campaign, we developed a two-pronged approach of direct mail with a print advertising test. This approach exposed the community to multiple messages which from experience is the key ingredient to secure seminar attendance," said Cory Farrugia, President. "We created a striking mailer that was an extension of Good Samaritan Hospital's personality using bold colors and a fresh clean look."

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.

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