

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

Strong direct mail experience and outstanding design provides the right combination for Harbor Hospital's Grass Roots marketing assignment.

Harbor Hospital retains Channel Communications to create a series of direct mailers and print advertising to showcase the hospital's key specialties and patient-centered healthcare environment.

BALTIMORE, MD/WASHINGTON, DC, November 15, 2004 — Channel Communications, Inc, an integrated marketing communications company, announced today that it has started work on a direct marketing and print advertising program for Harbor Hospital.

Harbor Hospital is a member of MedStar Health, a non-profit, community-based healthcare organization with seven hospitals serving the Baltimore/Washington area. The group is one of the largest health care systems in the mid-atlantic region.

Harbor is embarking on a high touch and highly targeted, patient-centered program that will take the form of a series of direct mail packages, print ads in community newspapers and strategically placed billboards close to the hospital. The targeted approach will showcase the Hospital's key specialty services and beautiful physical surroundings, conveniently located on the Patapsco River. Ms. Jean Reuter, Director of Communications and Marketing, for Harbor Hospital said, "For over a century Harbor Hospital has been caring for patients in the Baltimore area and we want to let our community know what Harbor really has to offer. We are extremely unique for a community hospital our size with top doctors and key specialties care areas such as, women's services, orthopedics, neurosurgery, and a lung cancer center that rival any hospital in the country."

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

-30-