

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

Johns Hopkins relies on Channel Communications' marketing experience for 10th anniversary women's health conference

Channel Communications has been selected to develop direct mail and communications materials for the Johns Hopkins Medicine's 10th annual "A Woman's Journey" conference

BALTIMORE, MD/WASHINGTON, DC, March 1, 2004 — Channel Communications, LLC, an integrated marketing communications company, announced today that it was awarded the direct marketing assignment and the development of marketing communications materials for the Johns Hopkins' 10th annual "A Woman's Journey" Conference.

This event, held annually at the Baltimore Marriot Waterfront Hotel, features more than 40 Johns Hopkins faculty physicians covering topics as diverse as *Preventing Heart Disease* to *Weight Management*, all of which are vital to understanding women's health issues today.

"A Woman's Journey conference is the most important event we do all year. It needs to be fresh, unique, and attention-grabbing but most of all, it should visually capture the vitality women. Channel Communications has given us a striking design concept for this year's event that will attract attention as well as generate response," said Leslie Waldman, Director of Competitive Strategy, Johns Hopkins Medicine. "We are looking forward to another successful year."

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.

-30-