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news release

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For Immediate Release

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MBNA Hires The Channel Team to Re-Energize Marketing of its Aircraft Finance Division.

The Channel team draws from its knowledge of the aircraft industry to win the account.

BALTIMORE, MD/WASHINGTON, DC, February 15, 2005 The Channel team, an integrated marketing and communications company, has been hired to develop an acquisition campaign for the aircraft financing division of MBNA.

MBNA, the leading provider of Infinity Card Programs and third party financing is the sole partner of AOPA's aircraft financing program. The Aircraft Owner and Pilots Association (AOPA) is the largest and most influential aviation association in the world.

The Channel team will develop an integrated acquisition campaign that includes print and online advertising, direct response and collateral. The purpose of the campaign is to differentiate MBNA's aircraft financing program from the competition and to drive applications for financing. The unique selling proposition of the campaign focuses on MBNA's expertise and specialization in aircraft financing,

The Channel team is MBNA's agency of choice because of its knowledge of the aircraft industry and its recommended creative strategy.

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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