

# channel communications

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

### **Channel Communications helps NEW update its renewal program.**

*NEW Customer Service Companies has tapped Channel Communications to update the look and feel of its monthly renewal program.*

BALTIMORE, MD/WASHINGTON, DC, April 1, 2004 — Channel Communications, LLC, an integrated marketing communications company was given the assignment to redesign NEW's monthly direct mail renewal packages.

NEW is the leading provider of extended service plans, buyer protection programs and product support for retailers, manufacturers, utilities and financial service companies. They operate five contact centers across the United States and are headquartered in Dulles, VA.

"This direct mail renewal program is an extremely important aspect of our business and we needed a new approach, something different," said Nicole Glovier, Manager of Customer Acquisition Advertising and Marketing for NEW. We went to Channel because we know they understand our business and would give us something fresh but at the same time would meet the many complex requirements we have in the highly regulated warranty business. We have worked with Cory Farrugia, at Channel Communications for over 4 years. He and his group always deliver a creative and professional product."

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, including annual reports, collateral, broadcast and interactive media.

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