

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

Patient First Selects The Channel Team to Build Brand Awareness in the Maryland Market.

Channel's healthcare expertise and unified marketing strategy a perfect fit for Patient First.

BALTIMORE, MD/WASHINGTON, DC, January 15, 2005 The Channel team, an integrated marketing and communications company, announced today that it has been chosen as the agency of record for Patient First headquartered in Glen Allen, VA.

Patient First has a total of 14 primary and immediate care centers serving the Richmond and Chesapeake/Virginia Beach areas of Virginia and five in the greater Baltimore, Maryland area. Each center offers board-certified doctors, on-site X-rays and prescriptions, and their doors are open 365 days a year.

The Channel team's deep health care experience and unique integrated marketing approach helped win the business. "Channel offers us a unified marketing strategy that we didn't have before" says Ned Peple, Director of Payor Relations and Marketing at Patient First. The Channel team will help Patient First further define its brand in the Maryland market by creating a new integrated campaign. The campaign will include primary research, branding, direct marketing, advertising and public relations.

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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