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news release

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For Immediate Release

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Channel Partners With Public Relations Firm to Land 100% Recycled Paperboard Alliance.

The Channel team and Environics bring together the best in marketing communications and public relations to win account.

BALTIMORE, MD/WASHINGTON, DC - March 1, 2005 - The Channel team, an integrated marketing and communications company, and Environics, a D.C. Public Relations Firm, have been chosen to do work for the 100% Recycled Paperboard Alliance (RPA-100%), after a recent competitive review for the account.

The 100% Recycled Paperboard Alliance is a group of leading manufacturers representing more than two-thirds of the industry who's mission is to increase the use of 100% recycled paperboard for packaging.

The marketing committee of RPA-100% unanimously selected Channel /Environics after a five-agency competitive review. The Channel team will provide branding, direct response, advertising and graphic design expertise on the account.

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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