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For Immediate Release

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Local designer joins the Channel team.

Agency rounds out creative department with new hire.

WASHINGTON, DC/BALTIMORE, MD, November 15, 2006 — The Channel team, a branding and integrated marketing communications company, announced today that Sheila Mahoutchian joined the agency as a Designer.

Sheila comes to Channel from Rings-Leighton Design Group, where she worked with a range of corporate and nonprofit clients. Prior to that, she held design positions with the American Council of Engineers and the Human Rights Campaign. Sheila brings both print and web design experience to Channel.

“Sheila rounds out our creative team,” says David Franek, Principal and Creative Director, “we are looking forward to her contributions on both print and interactive assignments.”

A graduate of North Carolina State University College of Design, Sheila is a member of the Washington chapter of AIGA and has participated in leadership training at the North Carolina Legacy Center. Sheila explains, “I am very excited for the opportunity to work at Channel. David has a refined sense of high quality design work and I am delighted to have the chance to join such a productive and talented team.”

With offices in Washington, DC and Baltimore, MD, the Channel team provides a full range of integrated services, including branding, marketing and advertising, direct marketing and interactive media.

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