

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 launches new product campaign for leading international printer manufacturer

Expertise in branding and positioning leads to TallyGenicom account

BALTIMORE, MD/WASHINGTON, DC, June 9, 2004 — Channel Communications, LLC, an integrated marketing communications company, announced today that it was chosen to develop a branded campaign for TallyGenicom's first product launch.

TallyGenicom was formed in 2003 when Genicom, a leading manufacturer of document printer solutions, and Tally, an international printer company based in Europe, merged. The result is one of the largest companies in the world specializing in business-class printers. Legacy products will continue to exist, however, July 2004 marks the introduction of the first TallyGenicom printers.

David Franek, Chief Creative Officer, announced "Leading the team in 2003 to rebrand Genicom and Tally into the new TallyGenicom was a great experience. Having developed the corporate positioning, identity, marketing and advertising, it is a wonderful opportunity for us to carry the brand further into this first generation of TallyGenicom products."

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, broadcast and interactive media.

-30-