

channel communications, llc

news release

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For Immediate Release

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Channel Communications lands THINK Again Media for important positioning and lead generation program

Firms Healthcare and Direct Marketing experience plays key role in THINK Again win

BALTIMORE, MD/WASHINGTON, DC, December 18, 2003—Channel Communications, LLC an integrated marketing communications company was selected today to develop a unified positioning and lead generation program for THINK Again Media.

THINK Again Media is a new commercial production company in Baltimore's Fells Point neighborhood that offers high-quality television commercials geared toward the health care industry at a fraction of the cost. Their library of pre-made healthcare television commercials allows hospitals to afford customized television spots without sacrificing high production values.

"Television advertising is often out of reach for some hospitals because they don't have the budget. THINK Again Media makes television affordable without sacrificing quality and that's the bottom line," says Cory Farrugia, President Channel Communications. "We know we can make a difference for THINK Again Media and are confident in our ability to generate high quality leads for them – we know the health care space very well."

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, collateral, broadcast and interactive media.

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