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news release

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For Immediate Release

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Channel Team is Awarded American College of Cardiology Account

Healthcare experience and outstanding design provides the right combination

BALTIMORE, MD/WASHINGTON, DC, June 15, 2005 — Channel, an integrated marketing communications company, with deep experience in health care, has been hired by American College of Cardiology, headquartered in Bethesda, Maryland.

American College of Cardiology (ACC) is an Association with chapters in 39 states and Puerto Rico and boasts 31,000 members. Some members practice internationally. ACC is the recognized leader in stressing, accelerating and distributing research, knowledge and best practices in cardiovascular care.

The contract, which begins immediately, will include brand positioning for ACC's Registry products, event and conference promoting and marketing their self-education products. Channel will develop creative for print, direct mail, interactive and collateral as well as conference materials. "Our direction is to re-energize our marketing efforts and we are looking to an outside source for assistance. The Channel Team has all the ingredients to help us and we are thrilled to have them aboard. We are really excited about the fresh creative approach they will offer the College," said Beth Bush, Division Vice President of Marketing, Membership and Communications.

The Channel team, comprised of Channel Communications and The Design Channel, with offices in Baltimore, MD and Washington DC, provides a full range of integrated communications services, which include direct marketing, branding, marketing and advertising, corporate communications, broadcast and interactive media.

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