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For Immediate Release

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Business Development Executive Joins The Channel Team

Marketing, sales and business management background combines for unique qualifications

WASHINGTON, DC/BALTIMORE, MD, August 15, 2005 — The Design Channel, a design, branding and integrated-communications firm announced today that Jeff Goelz joined the company to fill the business development position.

Jeff has over 15 years of professional experience in marketing, sales, finance, and management. Specifically, he has worked extensively with brand communication firms and professional service companies. "Jeff has a combination of experiences and skills making him uniquely qualified as a business relationship-builder," says David Franek, president of The Design Channel. "I've been talking with Jeff for over eight months to join the company."

Jeff has a BS in Business Administration with an emphasis in marketing and mass communications from Southern Illinois University. He enjoys the challenge of developing new business relationships. "The Design Channel's unique and metric-driven brand offerings provide demonstrative ROI for an otherwise hard to justify expenditure. It's exciting to work on behalf of a firm with this distinction."

The Design Channel and Channel Communications, with offices in Washington DC and Baltimore, MD, 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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