

the design channel

the design channel, llc

news release

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For Immediate Release

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The Design Channel to create branding, advertising and marketing materials for Scholarship Experts.

Nationally recognized scholarship search engine hires TDC to develop a new look and feel for the company and roll out an advertising and marketing communications campaign.

WASHINGTON, DC/BALTIMORE, MD, July 20, 2006 — ScholarshipExperts.com has asked The Design Channel (TDC), a branding and integrated marketing communications company, to develop a fresh look for the company and create an advertising and marketing communications campaign.

Scholarship Experts assists parents and students as they look for ways to pay for college with a free and highly accurate online scholarship search service at www.scholarshipexperts.com. The site gives visitors unlimited access to a scholarship database of 2.4 million awards worth over \$14 billion and was called "the best scholarship search engine" by Forbes.com.

The contract, which begins immediately, will initially include the development of a fresh look and feel and an advertising campaign targeted at high school counselors and their students. The campaign will then be rolled out into collateral, direct mail and trade show materials. According to SE's Operations Manager, Lori Grandstaff, "We've been very impressed with TDC's ability to communicate a brand in a compelling and relevant way. So they were our first and only choice for rejuvenating the Scholarship Experts brand."

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

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