

# the design channel

the design channel, llc

## news release

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For Immediate Release

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### **The Design Channel creates branding campaign for XO Communications' IP telephony services.**

*Campaign invites businesses to "Join the XO evolution" in making the switch to VoIP.*

WASHINGTON, DC/BALTIMORE, MD, December 15, 2006 — The Design Channel, an integrated branding and marketing communications company, has been retained by XO Communications, Inc. to develop a branding campaign for its IP telephony services.

Located in Reston, VA, XO Communications is a full-service provider of voice, data, converged, and managed telecommunications services for small and growing businesses, larger enterprises and carriers. Maintaining its position at the forefront of IP telephony, the company recently introduced a new suite of products for this emerging market.

Phil Brenner, Manager, Marketing Services for XO Communications, is excited about the new campaign, which focuses on "evolving your business communications with XO." "TDC was able to successfully execute the evolution concept in direct mail, interactive, ads and collateral—a testament to the strength of the branding strategy."

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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