

# the design channel

the design channel, llc

## news release

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For Immediate Release

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### **Channel team lands Access Group, Inc. direct marketing work.**

*The Channel Team to help leading graduate school loan provider with direct-to-consumer efforts.*

WASHINGTON, DC/BALTIMORE, MD, March, 2007 — The Channel team, a branding and integrated marketing communications company, has been selected by Access Group, Inc. to handle its direct-to-consumer marketing efforts.

Headquartered in Wilmington, DE, Access Group is a nonprofit organization that offers student loan products specifically designed for graduate and professional programs. With over 20 years experience, they are the leading provider of Grad PLUS loans and have provided over 1.5 million students with education financing solutions. Access has traditionally reached students through school Financial Aid Administrators and is now joining the industry-wide trend of marketing directly to students.

The contract, which begins immediately, will include branding the direct-to-consumer channel and developing print and interactive direct response communications targeted at graduate students. In addition to their experience marketing to the student population, Channel was chosen for their direct marketing expertise. Lynn Meis, Access Group's Manager of Consumer Marketing, explains, "As more and more loan providers reach out directly to students, we're looking to Channel's depth and breadth of direct response experience to develop this increasingly competitive channel."

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

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