

the design channel

the design channel, llc

news release

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For Immediate Release

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Business Development Executive Joins the Channel Team

WASHINGTON, DC/BALTIMORE, MD, April 18, 2007 — The Design Channel (TDC), a branding and integrated marketing communications company, announced today that Abe Novick joined the company as Principal, New Business Development.

Abe has over 13 years of agency experience and was previously with Eisner Communications in Baltimore where he guided a team to land, AMF, American Chemistry Council, Lenox and Dansk, Werner Ladders, CSX Corporation, Medifast, General Dynamics and many more. Abe also developed a public relations program to promote the agency.

Prior to arriving in Baltimore, he worked with a number of agencies in New York opening new doors for them as well. "Abe has a combination of experiences and skills making him uniquely qualified as a business relationship-builder," says Cory Farrugia, account director of the Channel team.

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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