

the design channel

the design channel, llc

news release

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For Immediate Release

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The Design Channel is hired by Hughes Network Systems to promote it HughesNet high-speed Internet brand among its dealer network.

Agency creates comprehensive marketing campaign for local installing dealers.

WASHINGTON, DC/BALTIMORE, MD, August 15, 2007 — Hughes Network Systems, Inc. (HNS) contracted The Design Channel (TDC), a branding and integrated marketing communications company, to develop a customizable marketing campaign for local installing HughesNet dealers.

A subsidiary of HNS, HughesNet is a high-speed Internet by satellite that's available to everyone—particularly in areas where DSL and cable don't reach. HughesNet local installing dealers are small electronic stores offering satellite broadband service in rural areas. Hughes brought in TDC to help re-energize the HughesNet brand in these markets, re-introduce the HughesNet product to the sales channel and provide easy-to-implement marketing support for these local dealers.

In less than a month, TDC developed and produced a kit of advertising materials, essentially a "campaign in a box," which made it easier than ever to market HughesNet at the local level. The kit included a detailed marketing guide and a CD for creating customized marketing materials such as newspaper ads, radio scripts, billboards, yard signs, flyers, postcards, posters, counter reference cards and public relations materials.

"We are thrilled to work with HNS on this assignment" says David Franek, president and creative director of TDC. "Hughes is a pioneer in the satellite industry and we're proud to work with an important national brand."

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

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