

PO Box 17291
Chapel Hill, NC 27516
Phone: 919-932-4600
www.KitchenBathChannel.com
phil@kitchenmarketing.com



The Kitchen & Bath Channel gives the kitchen & bath professional access to the latest marketing tools and technology with ease and affordability, while providing homeowners with a buying experience that includes research, education and social interactions with professionals, as well as other homeowners.

The Kitchen & Bath Channel serves dual purposes.

- For the kitchen and bath professional, it is an expanding suite of industry marketing tools utilizing the latest technologies.
- For the homeowner, it is an expanding suite of research, education and social interaction tools designed to enhance the buying experience.

The Kitchen & Bath Channel currently consists of:

- Free Smartphone Apps for the iPhone, Android, BlackBerry
 - iTunes: <http://bit.ly/uVnBmo>
 - Android Marketplace: <http://bit.ly/rpxrDN>
 - BlackBerry App World: <http://bit.ly/rYS3Gf>
- A YouTube Channel (www.youtube.com/user/kitchenbathchannel)
- A Research-Based, Consumer Website (www.KitchenBathChannel.com) (set to launch 11/11)
- A Facebook Page (www.Facebook.com/KitchenAndBathChannel)
- A Twitter Account (www.Twitter.com/KitchenBathChan)

The Principals

The Kitchen and Bath Channel is a joint venture between **Max Isley, Certified Master Kitchen & Bath Designer (CMKBD)** and Licensed General Contractor of Hampton Kitchens of Raleigh, Inc. (NC). and **Philip D. Zaleon** founder and President of *Z promotion & design, Inc.*, one of the industry's leading marketing, advertising and creative agencies.

Max Isley, CMKBD has been in the kitchen and bath business for close to 40 years. He is an award-winning designer and owner of Hampton Kitchens of Raleigh Inc. since 1974. Max is a Licensed General Contractor, a Certified DuPont Corian fabricator and he earned the prestigious appellation: Certified Master Kitchen & Bath Designer (CMKBD) in 1981. To his credit he was named one of the top 50 remodeling firms in the US by Remodeling Magazine, has appeared on the cover of Remodeling Magazine, and has been a design judge for both NKBA and NAHB contests.

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In addition to his design work, Max is an International speaker, consultant, educator and business coach, a former member of the NKBA National Board of Directors and Executive Committee, Advisory Board of College of Human Ecology, East Carolina University, NC. He is currently a member of the Advisory Board of Living Arts College, School of Communication Arts, Raleigh, NC, Advisor for the Center for Accessible Housing, School of Design at NC State University, Raleigh, NC.

Phil Zaleon is the founder and president of *Z promotion & design, Inc.* – a full service integrated marketing and creative agency focusing on providing services to the Kitchen & Bath industry. Prior to founding *Z promotion & design* in 1996, Phil held the position of Vice President of Research & Development for a technology-based communications firm. In addition, Phil is an international award-winning designer and producer/director who spent over 12 years in the television industry.

Phil is a contributing writer to *Kitchen & Bath Design News* and *NKBA Magazine*, as well as the Chapter Representative for the Eastern Carolinas Chapter of NKBA (National Kitchen & Bath Association). He is an industry speaker on marketing and advertising, as well as Internet marketing topics and the author of industry marketing primer "*A is for Advertising B is for Branding*".

Z promotion & design is a member of NKBA, a marketing, advertising and creative services vendor to the SEN Design Group, an affiliate partner of Buying Group Services (BKBG and PremierDPH) and a former member of KCMA.

High resolution photography of the Principals and products are available upon request or at the Kitchen & Bath Channel website – <http://www.KitchenBathChannel.com/press>