



**FOR IMMEDIATE RELEASE**

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## **KMA Appoints New President**

**KMA Chairman and CEO Tom McCabe Promotes from Within**

DALLAS, Aug. 8 – Dallas-based KMA Direct Communications, Inc. announces the appointment of Todd Dexter as its new president, effective immediately.

"This is an exciting time for KMA," said Chairman and CEO Tom McCabe. "We are not only setting the standard for Integrated Direct Marketing but we are also on the leading edge of Enterprise Wide Direct Marketing Management and a brand development process that is increasing net revenues and building stronger relationships between our clients and their donors. Todd is a person who is committed to continuing this progress and improving on it for the sake of our clients."



Todd Dexter, KMA President

Dexter, with KMA for 18 years, is one of the most knowledgeable and strategic multichannel direct marketing experts in the Christian/conservative movement, according to McCabe. "I am honored that he has been such a loyal and faithful supporter of KMA and of our clients," says McCabe. "He is passionate about those we work with and genuinely sees his vocation as the fulfillment of God's call on his life."

As President, Dexter will provide internal leadership for KMA's account service teams and operational needs, oversee the company's near-term strategic plan development, and continue to lead the marketplace growth of KMA. He will also maintain his board position with the National Religious Broadcasters (NRB).

McCabe will retain involvement with new client sales and marketing, client services, and guiding the continuing KMA brand development. He will also continue serving on the National Religious Broadcasters (NRB) and Christian Management Association (CMA) boards.

"I look forward to the challenges and significant opportunities that are ahead for KMA," said Dexter. "We have made great strides in renewing our vision and service offerings in the past three years and it's an exciting place to be."

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*Founded in 1984, KMA Direct Communications, Inc. is a direct response fundraising and marketing company, providing knowledge-based, multichannel solutions for faith-based organizations and other not-for-profits. KMA has offices in Dallas and London. Some current clients include Moody Bible Institute, Wycliffe Bible Translators, The Heritage Foundation, Trans World Radio, Dallas Theological Seminary, SIM/USA, and Mercy Ships.*