



FOR IMMEDIATE RELEASE

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KMA Names Internet Marketing Director

DALLAS, Oct. 29—KMA Direct Communications announced today that Frank D'Alessandro has joined the company as Director of Internet Marketing, effective immediately.

An experienced Internet marketing specialist, D'Alessandro assists businesses in marketing their offerings and services online. At KMA, he will be responsible for increasing the online brand awareness of the company's faith-based and nonprofit clients, helping them harness the Web 2.0 world to engage their donors and build donor loyalty.

"Adding Frank to our team significantly strengthens our integrated abilities in direct marketing," says Steve Stapleton, chief strategy officer for KMA. "His expertise in innovative technologies, especially search engine marketing, brings an important dimension to KMA's multichannel approach of reaching donors and continually enhancing our client campaigns."

Before joining KMA, D'Alessandro owned and operated WEB-N-IT, an online consulting firm located in Southern California. Prior to that, he was Director of Business Development for FindSavings.com, an online affiliate specializing in coupon marketing. During his tenure, the company increased its online site traffic by 40 percent in two years.

Founded in 1984, KMA Direct Communications, Inc. (www.kma.com) is a direct response fundraising and marketing company, providing knowledge-based, multichannel solutions for faith-based organizations and other nonprofits. 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.

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