



FOR IMMEDIATE RELEASE

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KMA Direct Communications Announces Partnership with Grace Presbyterian Ministries

DALLAS, Nov. 19—KMA Direct Communications has been selected as the marketing and fundraising partner for Grace Presbyterian Ministries, owners and operators of Grace Presbyterian Village and Faith Hospice, both in the Dallas area. The strategic partnership between Grace and KMA begins immediately, with the launch of a multichannel donor campaign in early 2008.

Grace Presbyterian Village is a premier senior living community located in southern Dallas County that offers several levels of independent retirement living, as well as assisted living, nursing care and nationally recognized Alzheimer's care. Irving-based Faith Hospice, the only not-for-profit, faith-based hospice in the metroplex, is dedicated to providing Christian care for those with a life-limiting illness, along with support to their families.

"KMA has a reputation for excellence and a strong record with other faith-based organizations," says Becky Lewis, vice president of development. "Their experience in helping Christ-centered ministries and their proven approach to building loyal donor relationships are the reasons we chose KMA as our partner. We're excited about the opportunities the new year will bring."

Lewis says Grace needs to grow and strengthen its donor base in order to continue offering residents and patients the highest level of spiritual, physical and emotional care for as long as they need it. KMA will lead the organization's direct marketing efforts and provide integrated communications and donor analytics.

"Grace Presbyterian Ministries is dedicated to treating its patients and residents with the utmost respect and dignity," says Chris Lipscomb, KMA's vice president of sales and marketing. "We are privileged to join them in their efforts to continue this commitment."

About KMA

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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