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SIMPLE QUESTION LEADS TO A NEW ADVENTURE *Graf-Martin Communications Inc. positions publishers and resources for growth in a changing marketplace*

(Waterloo, ON) – Graf-Martin Communications Inc., a new Canadian publicity and marketing solution for Christian and inspirational publishers, celebrated their official business launch in Waterloo, Ontario, Canada on September 15th, 2009.

Following the sudden bankruptcy of her former employer, Christian book industry giant R.G. Mitchell, Founder and Managing Director Ellen Graf-Martin recalls the question that set her on a brand new adventure. “A publisher I respected asked ‘would you consider starting your own agency?’. I took the opportunity, excited that although one door had closed, I could still work in the industry that I loved and believed in.”

Graf-Martin Communications Inc. is committed to being a leading provider of publicity, social media and strategic marketing services to Christian, inspirational and family-oriented audiences in the Canadian market. “Our strong networks, work and ministry experience, commitment to best effort, and excellent publishing partners make us who we are. We have been privileged to work collaboratively with Christian media, denominational leaders, ministries, parachurch organizations and retail partners across Canada.”

Partnering with projects they believe in, the team at Graf-Martin Communications Inc. looks for opportunities to identify great products and remarkable authors whose stories they want to tell. The company has identified their mission as “discovering the oak within the acorn”, envisioning opportunities and potential growth for clients and projects.

With respected expertise and experience in the publishing industry, Graf-Martin and associate, Tim Underwood, are positioning their services as cost-effective professional solutions in a challenging economy. “We look forward to working with our established and new publishing partners in future months as we grow, expand, and look for creative ways to maximize marketing budgets and communicate life-transforming messages across Canada.”

The leadership of Graf-Martin Communications Inc. has worked with over 40 different publishers over the past nine years and enjoys well-established relationships with recognized brands like Big Idea (VeggieTales), Sony Home Entertainment, and the publishers of New York Times best-selling authors such as Kevin Leman, Donald Miller, Beverly Lewis, Dr. Barry Sears, Max Lucado, Brennan Manning and Marcus Buckingham (who has been recently featured on Oprah).

Headshots, logo images and launch photos available for download at: www.grafmartin.com

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About Graf-Martin Communications Inc.

Graf-Martin Communications Inc. is a leading provider of publicity, social media and strategic marketing services to Christian, inspirational and family-oriented audiences in the Canadian market. For more information, visit: www.grafmartin.com.