

FOR IMMEDIATE RELEASE

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**BROADFORD & MALONEY LAUNCHES
*BMI GRAPHIC ARTS WIRE*SM**

**Service Provides In-depth, Affordable Distribution of Releases
to the Entire Editorial Spectrum of Publications
Serving All Sectors of the Graphic Arts Industry**

NEW YORK, NY, September 30, 2008 — Broadford & Maloney Inc. (BMI), an international agency specializing in public relations and marketing for the graphics and packaging industries, has launched the *BMI Graphic Arts Wire*SM news distribution service providing an in-depth channel to the entire editorial spectrum of media – electronic and print – covering every sector of the worldwide graphic arts industry.

Built on Broadford & Maloney's 24 years of experience serving every aspect of the industry, the *BMI Graphic Arts Wire* gives manufacturers a unique vehicle that enables them – for the first time ever – to confidently send news releases to every graphics industry-focused publication across North America and Europe.

Martin Maloney, Chairman of Broadford & Maloney, commented, "BMI has a proprietary graphics industry news media distribution system that is unrivaled in accuracy, scope and speed. Since we utilize our *Graphic Arts Wire* multiple times for multiple clients each week, we are able to maintain our list in a highly efficient manner. This results in being able to offer a much higher quality list, and at a lower cost, than a company could manage internally."

The *Graphic Arts Wire* provides a link to all key editorial personnel on the mastheads and beyond of leading publications covering all applications across the complete range of graphics industry operations spanning printing, packaging, imaging and other related fields.

MORE...

Updated constantly, the *BMI Graphic Arts Wire* database provides the industry's most accurate release distribution, pinpointing specific editor targets by name and title to assure deep reach within every publication.

Using *BMI Graphic Arts Wire* is simplicity itself. Users just send the original of their releases to BMI. It then is transmitted in its original form and received by the entire graphics publication universe in the database.

The fees for *BMI Graphic Arts Wire* distribution are highly affordable and are structured on a scale based on the frequency of use. The service is available for either North American or worldwide distribution. Special pricing is available to agencies, associations and academic institutions.

Full information about using *BMI Graphic Arts Wire* is available from Broadford & Maloney at m.maloney@bmc corp.com or (212) 836-4710.

ABOUT BROADFORD & MALONEY INC.

Now in its 24th year as a full-service international agency, Broadford & Maloney provides public relations and marketing counsel and services to leading national and international clients that market advanced technology products, equipment and services throughout the graphic arts and packaging industries. The agency also provides strategic marketing communications planning and creative support in areas such as advertising, direct mail, collateral literature, promotion and other marketing communications media.

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