



Graphic Materials International, Inc.

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**For Immediate Release**

**GMI Announces New Mojave Digital Media  
Brand of Solvent Print Media**



Calabasas Hills (February 27, 2009) - Graphic Materials International (GMI), in a joint release with sister company Catalina Graphic Films, announces new Mojave Digital Media brand of solvent print media. Products falling under the umbrella of the Mojave Digital Media brand name include films specializing in vehicle wrap graphics, window graphics, Wall Graphics® and Walk-On Graphics® floor decals.

Also within the Mojave Digital Media family of solvent print media are backlit media, magnetics, reflectives, transluents, banner media and other conventional vinyls for P.O.P. displays, exhibits & decals, as well as recommended overlaminates.

By combining consistent product quality with state-of-the-art “green” water-based adhesives, the Mojave Digital Media brand offers accelerated graphic films technology for use with eco-solvent, solvent and UV-based inkjet printers.

Dennis Barbaro, Vice President Sales & Marketing states, "All of GMI's solvent print media will be unified under the new Mojave Digital Media brand name. We plan to increase brand awareness with new marketing collateral, as well as a new, comprehensive product-oriented website. Ultimately, we want our users to identify Mojave Digital Media as the go-to brand, no matter what application is required."

**ABOUT GMI**

Celebrating over 20 years in the graphic arts and sign industry, Graphic Materials International (GMI) is part of a privately-held manufacturing company with locations in California, Nevada, Illinois and Georgia. GMI continues to be the innovative graphic solutions leader by offering media solutions that accommodate every aspect of the burgeoning computer-aided sign making and graphic arts market. A master converter of cast, calendered and specialty films used for these industries, GMI continues to value relationships with only the highest quality suppliers to meet increased company and customer requirements. GMI's Mojave Digital Media products are sold through highly qualified distribution channels worldwide.

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