



Public Relation Contact
Caroline Ferns
1-201-257-852
1-201-288-1071 - Fax
carolineferns@comcast.net

FOR IMMEDIATE RELEASE

**G3 Communications Launches Demand Gen Report
New E-Media Platform Provides Intellectual Fuel For Growth Engines**

HASBROUCK HEIGHTS, N.J., June 29 /PRNewswire/ -- G3 Communications, Inc., a New Jersey-based publishing company, has officially announced the launch of Demand Gen Report, a new e-media publication focusing exclusively on the strategies, tactics and measurements that are central to generating growth for a variety of products and services.

Delivered via weekly e-newsletter and interactive website, Demand Gen Report uses real-world case studies, in-depth research and expert analysis to provide sales and marketing executives with insights into:

- **Lead Generation Strategies**
- **Marketing Automation**
- **Prospect Nurturing**
- **Sales Enablement Tools**
- **Marketing Effectiveness Measurements**

"For most BtoB companies, generating leads and accelerating the sales pipeline are huge issues, especially in competitive verticals like technology and financial services," says Andrew Gaffney, Publisher of Demand Gen Report. "On the flip side, consumer-focused companies are facing a fragmented media market and are struggling to make sure they are getting return on their marketing investments."

Launched in May of 2007, Demand Gen Report is already building a strong following among CMOs, as well as sales executives at large and small firms. With the subscriber base doubling during each of its first two months, Gaffney is projecting the newsletter will reach 10,000 targeted subscribers by the end of 2007.

Pete Krainik, Founder of the CMO Club, has referred Demand Gen Report as recommended reading to the group's membership. "Having worked with Andrew on other media properties, I know he delivers high quality content and has a really good understanding of the lead generation and management process. I have found some great insights in Demand Gen Report and have encouraged our members to take advantage of the content."

Demand Gen Report is the first in a series of e-media publications planned for launch by G3 Communications. G3 was formed in January 2007 by Gaffney, a veteran of the B-to-B publishing industry, who most recently served as Group Publisher of the Retail and Technology groups at Edgell Communications and previously held similar positions with both Miller Freeman and VNU.

G3 Communications, Inc.

<http://www.gthreecom.com>

Demand Gen Report

<http://www.DemandGenReport.com>