

## **New Company Launches at Book Expo 2015**

**Major Publishers Onboard Including Hachette,  
Simon & Schuster, Worthy, Regnery, Beaufort and  
Dunham Books**

**2,000 Titles Available *with More Coming...***

# **BookGrabbr®**

**New Social Media Co. Offers Publishers & Authors  
a Platform to**

**Generate New Readers and Customers**

NEW YORK, (May 28, 2015) -- BookGrabbr, the revolutionary online marketing tool designed to drive new readers to authors and publishers in a seamless, efficient and economical way, launches this week as a new company at Book Expo America (BEA), the book publishing industry's annual convention held at the Javits Center in NYC, May 25-28.

In fact, BookGrabbr is kicking-off with 2,000+ titles from major publishers including, Hachette, Simon & Schuster, Worthy, Regnery, Beaufort and Dunham Books.

Based in Franklin, Tennessee and founded by veterans of publishing, sales and marketing, BookGrabbr presents a first in the noisy book-publishing world: a free service for readers.

BookGrabbr creates a viral opportunity whereby readers benefit by being able to download (Grabb) free books by simply agreeing to share the info with their friends through one or more of their social media accounts: Facebook, Twitter, or LinkedIn.

With BookGrabbr, publishers and authors have the ability to gather critical analytics on users who download their books or previews, and, ultimately, drive more preorders for new releases to the destination of their choice. With the automated push function, authors posting on their own social media sites automatically have their book pushed to his/her contacts. Friends and fans then

“grabb” the free book and then share their experience with their own networks of friends.

This groundbreaking service is designed to help increase the awareness and brand of all authors — ideal for both publishers and authors who are looking for more economical ways to promote their books and generate increased impressions and sales.

The founders and executive team of BookGrabbr have over 50-years combined experience in the book publishing, sales and marketing industries. BookGrabbr is the brainchild of founder and chief marketing officer, Joel Dunham, a 30-year-old entrepreneur who grew up in the world of book publishing, most recently serving as associate publisher with Dunham Books.

David Dunham is co-founder of BookGrabbr and serves as chief executive officer. Throughout his 40-year publishing career Dunham has published over 800 books and earned numerous bestsellers, including almost three-dozen *New York Times* bestsellers.

Daniel Langston, co-founder, serves as chief sales officer and will also assist in marketing initiatives and new client acquisitions. An entrepreneur, Langston, along with Joel Dunham, formed a sports entertainment and marketing firm in 2007. Langston grew the company to twelve locations in seven cities around the U.S. with clients that included the New Orleans Hornets, Memphis Grizzlies, St. Louis Cardinals, Nashville Predators, the Houston Rockets, Houston Dynamo, the Memphis Redbirds, and Carnival Cruise Lines.

Joel Dunham said, “BookGrabbr is an incredible tool for publishers and authors who want to expand their reach and increase their market share and brand value with readers worldwide.”

“There’s no question that authors and publishers can find more readers and customers—regardless of the marketing budget—when they utilize social media in a smart and strategic way,” stated Langston.

David Dunham stated, “As the traditional marketing platform of brick-and-mortar bookstores has declined with the demise of key retailers and growth of eBooks, the ability to effectively and efficiently create awareness of a book is and will continue to be difficult, if not impossible, for most authors and publishers.”

To build BookGrabbr’s website and app, which is available in both iOS and Android platforms, BookGrabbr has engaged the services and expertise of Metova, Inc., recognized as one of America’s fastest growing private companies since 2011. Metova specializes in website development, strategy, branding, web, and

communications, and have developed over 600 apps for a total of over 200 million downloads for companies such as Barnes & Noble, Yelp, SiriusXM, DropBox, WebMD, and e-Harmony, among others.

Please visit [www.BookGrabbr.com](http://www.BookGrabbr.com)

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