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FOR IMMEDIATE RELEASE

LifeChurch.tv Hosts Webcast to Announce YouVersion Milestones, New Features: Creators of the Bible App – No. 1 downloaded Bible – share vision with participants

WHAT:

[LifeChurch.tv](#) will host an online webcast on Nov. 16 to announce significant milestone achievements by [YouVersion](#), the online and mobile Bible that is currently the No. 1 downloaded Bible on iTunes. Every 2.8 seconds, someone new installs the YouVersion Bible App. In that same 2.8 seconds, 12 people open up the Bible App and use it.

Webinar attendees will learn:

1. News about a huge milestone that YouVersion, the Bible App, just reached
2. An inside look at what is coming soon to YouVersion
3. LifeChurch.tv's vision for YouVersion
4. How attendees and fans can plug in and play a part in the future of YouVersion

Through an online contest via Facebook and Twitter, LifeChurch.tv will give away 3 iPads during the webcast on Nov. 16. More details about the contest can be found at <http://webcast.youversion.com/>.

WHO:

Bobby Gruenewald

Pastor, Innovation Leader of LifeChurch.tv

Twitter: <http://twitter.com/#!/bobbygwald>

Facebook: <http://www.facebook.com/bobbygwald?ref=ts>

WHEN:

Tuesday, Nov. 16, 2010

12:00 p.m. to 1:00 p.m. Central Standard Time

WHERE:

Online

<http://youversion.com/webcast>

DETAILS:

The goal of the webinar is to educate people and celebrate the success of YouVersion as it has remained in the top five downloaded apps of the reference category and is the No. 1 downloaded Bible on iTunes. The online and mobile Bible has provided a way for users to read the best-selling book of all time in record amounts anytime and in any place. The free Bible App is available on iPhone, BlackBerry, and Android phones, as well as any web-enabled mobile phone. It's based on the website <http://youversion.com/>, and was developed by the team at LifeChurch.tv. The Edmond, Oklahoma-based church hosts more than 30,000 people each weekend during 80 services throughout 14 locations, including Church Online.