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FOR IMMEDIATE RELEASE

LifeChurch.tv Announces Over 10 Million Downloads of YouVersion to Mobile Devices:

Challenges Users to Spend 1 Billion Minutes Reading the Bible in January

EDMOND, Okla., Nov. 17, 2010 – LifeChurch.tv announced during a webcast yesterday that its YouVersion Bible App, the No. 1 downloaded Bible on iTunes, has been installed 10.7 million times in just two years. With anytime, anywhere access to the Bible, YouVersion users have spent over 3.5 billion minutes reading this mobile Bible.

During the live webcast, which trended on Twitter with the hash tag #yvwebcast, YouVersion users were challenged to spend 1 billion minutes reading the Bible during the month of January.

“As thrilled as we are with what God has done so far, we’re confident that He wants to do much, much more to help people fall in love with His Word,.” said Bobby Gruenewald, innovation leader at LifeChurch.tv. “We will put everything we can into meeting this goal so that we can be a generation that is not only turned to God but also engaging in Scripture like never before.”

Also during the webcast, LifeChurch.tv announced new Bible App features starting with notes functionality beginning this Friday. Other new features announced include additional reading plans, enhanced social features and new audio Bible versions.

“When people have the Bible with them wherever they go, they are much more likely to use it,” said Gruenewald. “We want to see people not only download the app but begin to get involved and make the Bible a part of everyday life.”

YouVersion.com developed by the team at LifeChurch.tv, launched in September 2007 and the Bible App launched in July 2008. The Bible App is currently available on the iPhone, BlackBerry, and Android phones, as well as any web-enabled mobile

LifeChurch.tv Announces Over 10.7 Million Downloads of YouVersion, page 2

phone. 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.

LifeChurch.tv is based in Edmond, Okla. It hosts more than 30,000 people each weekend during 80 services throughout 14 locations, including Church Online.

LifeChurch.tv developed YouVersion to be a place where people can grow closer to God by experiencing his Word in a whole new way. YouVersion.com and the Bible App allows users to read the Bible, share verses with their social networks and bookmark their favorite passages.

“There are countless stories where we have seen people growing in their time with God and in their understanding of His word through YouVersion and the Bible App,” said Gruenewald. “We have seen this not only with others but in our own lives and families.”

For additional information about YouVersion, visit <http://www.YouVersion.com>.

- 30 -

Note to Editors: For more information about [YouVersion](#) or to arrange an interview with Bobby Gruenewald, please contact Julie Shutley at 972.267.1111 or via e-mail at jshutley@alarryross.com.