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news release

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FOR IMMEDIATE RELEASE

YouVersion Extends God-Sized Challenge **Creators of the Bible App Ask Users to log 1 Billion Minutes in the** **Month of January**

Oklahoma City, Jan. 3, 2011 – Hoping to reverse recent trends and encourage people to engage in the Bible, LifeChurch.tv, creators of YouVersion's Bible App, have challenged App users to log [1 billion minutes engaging with the Bible](#) in January. Users logged 3 billion minutes throughout 2010.

"We are very excited about what God is doing through YouVersion.com and the YouVersion Bible App," said Bobby Gruenewald, Pastor and Innovation Leader at LifeChurch.tv. "Studies have shown that there is a large discrepancy between the number of people who want to know more about the Bible and those who actually spend time reading the Bible. Online and mobile access to the Bible can help change that fact."

In late December, the YouVersion Bible App was installed by 1 million people in just 11 days, showing momentum heading into 2011. Also, to help people get geared up for January, YouVersion launched [more than 50](#) reading plans across every platform and introduced Badges, a fun incentive [for Bible engagement](#).

At the beginning of January 2010, the YouVersion Bible App had been installed on slightly more than 3.1 million unique devices. By the end of 2010, the App had been installed on almost 13 million unique devices. Statistics show that every 2.7 seconds, someone installs the YouVersion Bible App. In that same 2.7 seconds, 12 people open up the App and use it.

"Most people are hardly ever more than a couple of feet away from their mobile phone, so the YouVersion Bible App is a perfect way to have access to the Bible whenever and wherever," said Gruenewald.

A project of LifeChurch.tv, YouVersion was created to help people with busy, on-the-go lifestyles read the Bible at anytime and in any place. Featuring more than 40 different translations and over 20 languages, the YouVersion Bible App can be downloaded on the iPhone, iPad, Android, Palm and Blackberry as well as almost every other web-enabled mobile phone.

YouVersion.com launched in September 2007 and the YouVersion Bible App launched in July 2008. Since its creation, the App has remained in the top five downloaded apps in the reference category and is the No. 1 downloaded Bible on iTunes.

YouVersion Challenge page 2

Additional information about YouVersion is available at <http://www.youversion.com/about>. To monitor progress toward the 1 billion January goal, visit: <http://www.youversion.com/billions>.

- 30 -

Note to Editors: Please visit <http://www.youversion.com> for more information about the online Bible and Bible App created by LifeChurch.tv. To arrange an interview, please contact Lauren Williams or Julie Shutley at 972.267.1111 or via e-mail at lauren@alarryross.com and jshutley@alarryross.com.