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news release

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FOR IMMEDIATE RELEASE

YouVersion Doubles Bible Reading Plans

Bible App adds 68 new reading plans for teens, parents and topic-related plans on debt, compassion, busy women

EDMOND, Okla., March 9, 2011 – This week, YouVersion added 68 new Bible reading plans bringing the total number of reading plans offered to 130. Responding to readers' requests, these additional plans will help more people connect and engage with the Bible.

"Whether you're exploring faith, or you're seeking to grow closer in your relationship with Christ, or you're simply looking for encouragement, you'll find something just for you in YouVersion's reading plans," said Bobby Gruenewald, Director of Innovation at LifeChurch.tv, where YouVersion is developed.

To bring the 130 plans to the Bible App, YouVersion has partnered with nearly 40 different organizations including publishers, Bible societies, churches and other ministries.

Below are a few examples of new reading plans launched this week, available online or through the Bible App:

- **Teens/Youth.** YouVersion now has 20 plans devoted to topics that young people face every day.
- **Parenting by Design.** This devotional offers quick, daily encouragement for parents who want to raise a Bible-centered family.
- **1-Minute Daily Devotions.** Right from the Heart Ministries developed this series of short, inspirational readings to meditate on throughout your day.
- **New Testament Books.** Individual plans lead readers through most New Testament books.
- **Practical Topical Plans.** Through a collaboration with the Stewardship Council, YouVersion now has three new focused plans on debt, compassion, and busy women.

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YouVersion and the Bible App, were created by a team at LifeChurch.tv in Edmond Oklahoma, to help increase access and engagement with the Bible. YouVersion.com launched in September 2007 and the Bible app launched in July 2008. YouVersion and its mobile app also allow users to bookmark verses, share Scripture through email, Twitter, and Facebook, journal their thoughts and more. Featuring more than 50 different translations and 21 languages, YouVersion was created to help people with busy, on-the-go lifestyles read the Bible at anytime and in any place.

Since its creation, YouVersion has remained in the top five downloaded apps in the reference category and is the No. 1 downloaded Bible on iTunes. The Bible App has been listed in the all-time top 10 apps for the iPad and the top 50 apps for the iPhone. The app has been downloaded more than 16 million times, and currently, someone installs the Bible app every 1.5 seconds. Users have spent more than 5 billion minutes using the Bible App to engage with Scripture.

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Note to Editors: For information or to arrange an interview, please contact Julie Shutley or Lauren Williams at 972.267.1111, julie@alarryross.com or lauren@alarryross.com.