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FOR IMMEDIATE RELEASE

Rick Warren Coming Soon to YouVersion Bible App adds new reading plan with exclusive devotionals from bestselling author and pastor

EDMOND, Okla., April 15, 2011 –YouVersion will add a new reading plan featuring unique daily devotionals from Rick Warren, founding pastor of Saddleback Church in California and author of the best-selling book, “The Purpose Driven Life.” The reading plan will tackle questions like, “Do you know what God created you for?” and “Do you know God’s destiny for your life?”

“Many people are drifting through life with no real idea of their spiritual destiny. This year-long devotional guide on YouVersion will help them get back on track and live the life God intended them to live,” Warren said.

The “Rick Warren’s Daily Devotional” will be a 365-day plan to help readers on their way to living out a Decade of Destiny and answering God’s calling on their lives. The devotional will help a reader get to where God wants them to be spiritually, financially, emotionally, relationally and physically. Warren will offer practical steps for reaching the goals God has for you as you follow Jesus into your destiny.

“Through reading plans, such as this new series by Rick Warren, YouVersion users can stay plugged in to the Bible on a day-to-day basis,” said Bobby Gruenewald, Director of Innovation at LifeChurch.tv, where YouVersion was developed.

YouVersion and the Bible App were created by a team at LifeChurch.tv in Edmond, Okla., 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 55 different translations and 24 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 installed

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more than 17.5 million times users have spent more than 6 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.