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news release

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FOR IMMEDIATE RELEASE

YouVersion Creators Announce Milestone, Host Webcast on May 26:

**Bible App reaches 20 million installs, continues to ‘revolutionize’
access and engagement with the Bible**

EDMOND, Okla., May 12, 2011 – As continued evidence that engagement with the Bible is increasing, [YouVersion](http://YouVersion.com), a mobile and online Bible created by LifeChurch.TV, announced that the Bible App has been installed on more than 20 million devices. The Bible App is downloaded almost every second and continues to be the world’s number one Bible app.

User stats since the creation of YouVersion in 2008, show a cultural trend that is difficult to ignore. The Bible App has been downloaded on one out of every 23 iOS devices (iPhone, iPad, and iPod Touch) and one out of every 17 Android devices sold. The Bible App reached 10 million installs in 836 days, but reached 20 million installs in just 188 days.

“I try not to use the word revolution lightly,” said Bobby Gruenewald, Bible App creator, in a recent interview. “But with seeing how God has used YouVersion over the last few years, I can honestly say we’re in the midst of a revolution as it relates to scripture engagement.”

In celebration of reaching this landmark, LifeChurch.tv is hosting a webcast Thursday, May 26 at 11 a.m. CDT at <http://youversion.com/webcast>. The goal of the webcast is to celebrate the success of YouVersion and let users know of what is coming next with YouVersion and the Bible App.

The YouVersion community has spent 7 billion minutes engaging in Scripture with the Bible App. Offering 113 different Bible versions and 41 languages, the Bible App is changing the way people consume the Bible—users read on the go, share verses via their social networks, create reading plans and bookmark their favorite

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passages. 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 the iPad, iPhone, BlackBerry, and Android phones, as well as any web-enabled mobile device. It 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. For more information, visit <http://www.youversion.com/>.

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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.