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FOR IMMEDIATE RELEASE

Bible App Hits 30 Million Install Mark

YouVersion's Bible App installed on 30 million mobile devices; users log 11 billion minutes reading the Bible on the go

EDMOND, Okla., October 10, 2011 – Marking a worldwide wave of Bible reading, YouVersion's Bible App reached a milestone of 30 million unique installs this week. Offering 150 different versions in 45 languages, the Bible App is literally transforming the way people read and engage with the best-selling book of all time.

"It is very exciting to see what God is doing through YouVersion in a short period of time," said Bobby Gruenewald, Pastor, Creator of YouVersion and Innovation Leader at LifeChurch.tv. "And this is only the beginning. We're committed to continuing to use the best of today's and tomorrow's technology to help the world fall in love with God's Word."

YouVersion, which began exclusively as an online Bible, recently celebrated its fourth birthday. What was created by a team at LifeChurch.tv in September of 2007 has grown into an incredible world-wide community. In April of 2008, YouVersion launched the Bible App, a free application for mobile phones and tablets, which further increased access and interaction with the Bible.

YouVersion and the Bible App offer more than 190 Bible reading plans. Users have bookmarked 30 million verses and shared over 1.6 million verses on Facebook and Twitter.

"Our plan is to continue to expand into new platforms, and offer more languages and versions so everyone, anywhere around the globe can have free access to the Bible," Gruenewald said.

User stats since the creation of YouVersion in 2008 show a cultural trend that is difficult to ignore. The Bible App has been installed on one out of every 17 iPhones, iPads and Android devices sold globally. In just one Sunday recently, the YouVersion

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community created an average of 2.7 highlights per second, for a total of 233,000 highlights in one day.

The free Bible App is available on the iPad, iPhone, BlackBerry, Android, Windows Phone, WebOS, and Java phones, as well as any web-enabled mobile device. It was developed by the team at LifeChurch.tv. The Edmond, Okla.-based church has taken a very unconventional approach to ministry by developing technology and leveraging web-based tools to share the Gospel.

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.