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FOR IMMEDIATE RELEASE

Porn has gone mobile: Addiction expert Craig Gross designs X3watch app, providing online integrity, accountability to users

LAS VEGAS, June 8, 2010 – XXXChurch.com – the world’s largest online community that addresses pornography and sex addiction – has released a mobile version of X3watch for the iPhone, iPad and Android phones. The app is designed to bring openness and accountability to those who may be recovering from or struggling with an addiction to Internet pornography.

A software program that can be downloaded for free from the iTunes App Store, or for \$4.99 in the Android Market, X3watch works by recording the name of any questionable websites that a user visits, as well as the date and time the site was accessed. The program then sends an automated e-mail report of any questionable browsing history to a person listed as an “accountability partner.”

“Unlike filters that just block specific websites all together, X3watch was intentionally designed to give users the freedom and power to show their friends, parents and spouses that they can be held accountable and make good choices,” said Craig Gross, addiction expert and founder of XXXChurch.com. “For people frequently tempted by the accessibility of Internet porn, this app is a great tool to keep them in check and focused on who their habit may be hurting.”

The initial X3watch software program was available for Windows in 2004 and then on Apple computers in 2008. The program is downloaded between 500 to 700 times a day from XXXChurch.com with a million downloads to date.

“Internet pornography is big business for people in the sex industry – it’s a \$10 billion U.S. business that has ensnared millions of men and women in addictive behavior that damages relationships and families,” said Gross. “As our society becomes increasingly dependent upon mobile phones and technology, accessing Internet porn becomes all the more effortless. Porn has truly gone mobile and we want to help people be accountable on any communication device they are using.”

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Gross founded XXXChurch.com in 2002 after noticing that pornography was a common struggle and addiction among many young people. The site combines the seedy with the sacred and brings awareness and openness to those affected by pornography and sex addiction.

For those struggling with an addiction that do not have the financial means for a costly recovery program, like the one Tiger Woods was rumored to visit, XXXChurch.com also offers X3pure, an affordable and confidential online recovery workshop.

Deemed the “Porn Pastor” for his outreach to workers in the sex industry, Gross is also the pastor of [The Strip Church](http://TheStripChurch) on the Las Vegas strip. He is the author of six books including, “The Dirty Little Secret: Uncovering the Truth Behind Porn,” “Questions You Can’t Ask Your Mama About Sex,” “The Gutter” and “Starving Jesus.” Gross’s newest book is titled “Jesus Loves You ... This I Know.”

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Note to Editors: For more information on X3watch or to arrange an interview with Gross, please contact Jodi Phillip at 972.267.1111 or via e-mail at jodi@alarrygross.com. More information is available at <http://www.alrcnewskitchen.com/craiggross>.