



FOR IMMEDIATE RELEASE
March 2, 2009

Media Contact:
Lori Lenz
714-553-5181
lori@frontgatemedia.com



**NEWRELEASETUESDAY.COM, IN PARTNERSHIP WITH INTEGRITY MUSIC,
LAUNCHES FIRST CHRISTIAN MUSIC APP FOR IPHONE AND IPOD TOUCH**

BOISE, ID – NewReleaseTuesday.com (NRT), a Christian music, social and entertainment mega-site and part of the FrontGate Media group, continues to innovate and lead the market with the announcement of the first Christian music application for Apple's popular iPhone and iPod Touch.

Dubbed "NRT Mobile," the application is available now as a free download through Apple's iTunes Store. It brings the largest and most up-to-date Christian music and entertainment database directly to the iPhone and iPod Touch, giving fans instant access to the latest information on their favorite Christian artists and music without being tethered to a computer.

"This is a huge jump forward for Christian music," states NRT founder, Kevin McNeese. "We've created a free mobile resource that takes advantage of the advanced and interactive capabilities of the user interface for the iPhone and iPod Touch. NRT Mobile provides access to a database that is actively managed by over 14,000 Christian music fans, containing thousands of artists, albums and tens of thousands of song lyrics."

In addition to Christian artist and album information, NRT Mobile also indexes over 10,000 album reviews written by NRT staff and members of NRT. Users will also have mobile access to the site's robust new release schedule promoting new releases each week, upcoming releases and archived releases dating back to the early 1970's.

The application is being launched alongside an exclusive strategic partnership with Integrity Music. Chris Estes, Director of Digital Sales & Marketing, is excited to partner with NewReleaseTuesday.com on NRT Mobile. "As a media company," Chris states, "we are always looking for ways to expand our reach through new and innovative technologies. NewReleaseTuesday.com has developed a great implementation of this cutting edge technology that serves the Christian music fan. They have done a wonderful job extending their web experience into the iPhone which has ultimately made it even easier to discover and recommend Christian music wherever you are."

The partnership calls for exclusive ads throughout NRT Mobile highlighting the latest projects and messages from Integrity Music as well as various national awareness

campaigns throughout the year. "I strongly believe that God brings together the right team at the right time," says McNeese. "NRT Mobile aligns perfectly with Integrity Music's vision to help people worldwide experience the manifest presence of God. One of NRT's main objectives is to introduce people to music that changes lives and NRT Mobile will be a true extension of that vision for both companies. With over 500 million applications downloaded through the applications store in iTunes, there is huge potential to bring positive music to this platform, and I can't think of a better partner than Integrity Music to help us bring this application to market."

Future development of the application will include integration with NRT's Christian music video database and the inclusion of exclusive content from NRT including PodCasts, artists interviews and weekly devotionals. Eventually, the application will be used to manage NRTeam member profiles, providing a competitive Christian alternative to popular applications from Facebook and MySpace.

"The potential is limitless," says McNeese, "and our focus will be to deliver one of the most extensive applications for the iPhone. We will continue to build from the launch's solid foundation and will focus solely on delivering Godly content for the Christian music audience. It's certainly exciting to be involved in this project."

<http://www.NewReleaseTuesday.com> was launched in August of 2002 and offers the most complete and up-to-date listing of upcoming releases online, exclusive artist interviews, commentary from a variety of columnists, weekly New Christian Music PodCasts and the latest in Christian music news. It is also the home to the NRTeam, an online music community that maintains one of the largest online databases of Christian artist profiles, album reviews and song lyrics.

Integrity Media, Inc. is a privately-owned media/communications company headquartered in Mobile, Alabama. Integrity Media produces, publishes and distributes Christian music and related products that facilitate a Christian lifestyle. The company's products are sold primarily through retail stores and direct to consumers throughout the United States and to over 160 other countries.
<http://www.integritymedia.com>

#

For more information on NewReleaseTuesday.com or NRT Mobile, please contact
Lori Lenz – FrontGate Media
714-553-5181
lori@frontgatemediacom