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NYT #1 Best-Seller *The Love Dare* Comes to iPhone

New iPhone Apps based on best-selling book climb the iTunes charts

NASHVILLE, TN (July 7, 2009) – Check today’s most popular books in the iTunes App Store and, amidst teen favorites like *Twilight* and *Transformers*, you’ll find a surprising pick. *The Love Dare: 40 Dares*, an App based on the New York Times #1 best selling book *The Love Dare*, has climbed steadily on iTunes charts since its release earlier this month.

But then, *The Love Dare* has shattered expectations in every medium it has touched.

The movie *Fireproof* surprised Hollywood by becoming the top-grossing independent film of 2008. It tells the story of a firefighter struggling to save his crumbling marriage who is given a book called *The Love Dare*. The book offers “dares” that become pivotal in rebuilding his marriage. Touched by the story of transformation, *Fireproof*’s early audiences asked where they could find this life-changing book.

The Love Dare, a book that presents the same 40-day challenge for husbands and wives who want to strengthen their marriage, was released by B&H Publishing Group to coincide with *Fireproof*’s national theater premiere. The book became a best seller on the *New York Times* advice list, and has spent 39 weeks to date in the list’s top ten with more than 3 million copies in print.

Now, the same message is brought to an even wider audience with the release of three *Love Dare*-based “Apps” (software applications) on Apple’s online store, iTunes, that markets specifically to iPhone users. Powered by BibleReader, a mobile Bible study program created by Olive Tree Bible Software, these Apps aim to transfer the complete *Love Dare* experience to the iPhone for mobile users.

This digital release broadens the unconventional outreach strategy that has brought the faith-based message of *The Love Dare* to a wide audience using channels, like movie theaters, music stores, online communities, and electronic distribution, that have traditionally been dominated by secular media.

There are three *Love Dare* Apps available on iTunes. “The Love Dare: eBook + HCSB BibleReader” presents the full text of *The Love Dare* book, along with live links for each scripture reference and complete access to the full Holman Christian Standard Bible translation. “The Love Dare: 40 Dares” features each of the book’s 40 dares with scripture reference pop-ups, and a place to check off completed dares, along with the complete text of the King James Version Bible. “The Love Dare: Reminders” includes 365 inspiring quotations from the book that users can mark as favorites and email to friends, adding personal notes.

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B&H Publishing Group is best known for books by Beth Moore (*Praying God’s Word*), Henry Blackaby (*Experiencing God*), and Vicki Courtney (*TeenVirtue*) and for developing the Holman Christian Standard Bible™ translation and its related products including *The Apologetics Study*

Bible. The company also published Oliver North's recent New York Times bestseller, *American Heroes*, and is a leading producer of church supplies and Spanish Bibles.

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Olive Tree Bible Software provides Bibles and study tools for iPhone, BlackBerry, Palm OS, Windows Mobile (Pocket PC), smartphone, and Symbian cell phones. The BibleReader™ application offers easy reading, quick navigation, rich formatting, customizable display, and powerful search capabilities. Olive Tree publishes over 500 electronic resources including 100+ translations of the Bible, commentaries, reference works, devotionals, and Christian eBooks. Original Hebrew and Greek texts with parsing tools are also available.

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