



Press Release

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New Licensed Partnership Announced between Kerusso and David C. Cook

Half million copies seller, *Crazy Love* book, now in apparel

BERRYVILLE, Ark. (December 7, 2009) – Kerusso (www.kerusso.com), the leading producer of Christian-themed apparel in the United States, announced today that it has been awarded the apparel license by David C. Cook Publishing for the best-selling book, titled “*Crazy Love*” by Pastor Francis Chan, which has sold more than a half million copies, and recently received the Gold Book Award from ECPA.”

The “*Crazy Love*” T-shirt, which retails at \$17.99, will feature the main theme of the book on the front of the apparel, “GOD IS LOVE. (Crazy, Relentless, All-Powerful Love).” The red T-shirt will be released in January, 2010 to retailers nationwide, including more than 7,000 that Kerusso serves.

Vic Kennett, CEO and President of Kerusso, said today’s announcement reveals Kerusso’s long-standing commitment to evangelism. “Kerusso was founded,” Kennett said, “with the goal to spread the Gospel through apparel. ‘Crazy Love’ represents a compelling way to announce God’s love to people.”

“The Kerusso 2009 Christian Apparel Faith & Motivational Research Report shows what we’ve thought for more than two decades: Christian T-shirts help people **Do** the ‘Great Commission’ in their community, said Kennett. “Anyone can be an evangelist, as they allow God to speak through him or her, prompted by the message on a Christian T-shirt. *Impressions* magazine said the average T-shirt may be read as many as 3,000 times before it’s tossed into the garage sale box.”

The report, released earlier in 2009, showed 7.4 percent of unbelievers made a decision to accept Jesus Christ as their Savior *immediately* from the faith-apparel discussion with a Christian T-shirt wearer. Among other interesting findings, 44.4 percent reported that while wearing a Christian T-shirt they shared Christ with unbelievers and asked them if they wanted to commit their lives to Christ.

The back of the “Crazy Love” T-shirt states a Francis Chan quote from the book: “God is calling you to a passionate love relationship with himself. Because the answer to religious complacency isn’t working harder at a list of do’s and don’ts. It’s falling in love with God. Read



Matthew 22:37-40.”

Douglas Mann, Senior Director of Marketing for David C. Cook, said, “As the response to and demand for ‘Crazy Love’ has risen, we sought a partner with the expertise in apparel marketing and distribution to extend the values and mission of the message. Kerusso was the perfect partner for our objective.”

Kerusso (www.kerusso.com) was founded in 1987. For over two decades Kerusso has become the premier producer of Christian apparel. Kerusso’s original passion to share the gospel of Jesus through innovative apparel, jewelry, gifts and accessories continues to this day. Based in Berryville, Arkansas, Kerusso employs more than 100 people and is a major contributor to the local economy. Kerusso apparel, T-shirts and caps are available at over 7,000 retailers nationwide. Their Light House™ store apparel merchandising system is in over 2,000 stores nationwide.

Founded in 1875, **David C. Cook** is a leading nonprofit discipleship resource provider based in Colorado Springs, Colorado. For more than 130 years, David C Cook has served the Global Church with life transforming materials from best-selling books and curriculum, to toys and games and small group resources. With additional offices in Elgin, Illinois, as well as Paris, Ontario, Canada and Eastbourne, UK, David C Cook is a global organization whose resources are published in more than 150 languages, distributed in more than 80 countries, and sold worldwide through retail stores, catalogs, and online. Through David C Cook’s music division, **Kingsway**, over 30% of the top 500 praise and worship songs written by Kingsway artists are sung in churches around the world. For more information visit David C Cook on the Internet at www.davidccook.com.

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