

PRESS RELEASE

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Kerusso partners with Lucado for 3:16 global outreach

BERRYVILLE, Arkansas, October 16, 2007—Kerusso is the exclusive apparel licensee for what will no doubt be the largest global evangelism initiative in recent years.

The Global 3:16 Initiative is centered around the recent release of the book, *3:16 The Numbers of Hope* by *Max Lucado* (Thomas Nelson Publishers). The book is the largest trade book launch in Thomas Nelson history, with 1 million copies in the first printing and a simultaneous release in several languages, including Spanish, German, Swedish, Dutch, Korean, Japanese and Chinese. A gift book--*Hope. Pure and Simple*—is another release at the same time from Nelson.

The movement is to unite Christians around what is possibly the greatest Bible verse, John 3:16, with a renewed passion for sharing the plan of salvation.

The multi-faceted campaign includes Kerusso as the apparel and ancillary vendor at retail. Kerusso has already rolled out three shirts for adults in red, blue and coffee and two for youth in red and blue, all with the 3:16 logo on the front and the words to the verse in the shape of a cross on the back, two hats in blue and coffee and a window decal.

3:16 will be the centerpiece of a global ministry evangelism initiative launched worldwide as a major event simulcast on Palm Sunday, March 16, 2008. A floor display will be available in January for cross-merchandising all products.

For more information, contact Kerusso at 1-800-424-0943 or visit www.kerusso.com or learn more about the initiative from www.threesixteen.net.

About Kerusso: Founded by President Vic Kennett in 1987, Kerusso occupies 65,000 square feet of office, design, and manufacturing facilities in Northwest Arkansas. The company is the world's leading designer and producer of Christian-themed apparel and continues to grow and expand their product offerings that include jewelry, gifts and accessories. More information is available at Kerusso's website, www.kerusso.com, or by calling 1-800-424-0943.

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