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Sales of 'Live For Him' Bands Reach One Million Milestone

BERRYVILLE, Arkansas, June 30, 2005– Kerusso's "Live For Him" wristband campaign continues to build momentum as sales surpass the one million mark, raising \$250,000 of the company's \$500,000 donation goal for Compassion International within six short months.

The Berryville, Ark.-based Kerusso, the world's leading Christian apparel and gift company, launched the 'Live For Him' wristband in early January with the goal of selling two million wristbands and donating .25 cents of every \$1.50 wristband to Compassion International, a 53-year old Christian child development organization and contributor to the tsunami relief efforts in Southeast Asia.

"We continue to be amazed at the brisk sales of the 'Live for Him' wristbands," said Kerusso president Vic Kennett. "People from all over the country, and literally around the world, are using these bands as a symbol of their faith and taking the opportunity to show their support for the missions work Compassion International does throughout the world."

The half-inch-wide red wristbands, with the words 'Live For Him' etched into the rubber are available individually in Christian retail stores across the country or, in 10 or 100 packs online at www.kerusso.com.

"We are grateful to Kerusso for all they are doing to help impoverished children around the world," said Wess Stafford, President and CEO of Compassion International. "Kerusso is a wonderful example of a company who is truly seeking to make a huge impact for the Kingdom of God by donating to worldwide missions."

For more information on the Live For Him Red Wristband Project, visit www.kerusso.com.

About Kerusso: Founded by President and CEO Vic Kennet in 1987, Kerusso utilizes state of the art design and manufacturing facilities in Northwest Arkansas. The Company is the world's leading designer and producer of Christian themed apparel. Over the last 18 years, Kerusso has received numerous awards for their innovative and creative product designs. As the premier Christian apparel company, Kerusso continues to grow and expand. More information is available at Kerusso's website - www.kerusso.com or by calling 800-424-0943.

About Compassion: Compassion International, one of the world's largest and fastest-growing child development organizations, is dedicated to the long-term holistic development of children living in poverty, working with more than 65 denominations and hundreds of indigenous church partners in Africa, Asia, Central and South America, and the Caribbean. Compassion currently serves more than 700,000 children. Since 1952, Compassion (www.compassion.com) has touched the lives of more than a million children.