



Press Release

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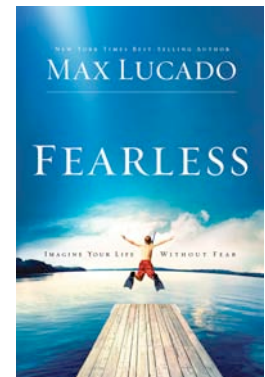
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Kerusso Launches Licensed Apparel for New Blockbuster Book by Max Lucado

BERRYVILLE, Ark. (August 24, 2009) – Kerusso (www.kerusso.com), the leading producer of Christian-themed apparel in the United States, launched its “Fearless” licensed T-Shirt apparel. The book, “Fearless: Imagine Your Life Without Fear” by Max Lucado (Thomas Nelson, September 2009) will be shipped to stores in September, and apparel orders are shipping now.

Vic Kennett, CEO and President of Kerusso, said, “We’re very excited about the faith-stirring message of Max Lucado’s new book, ‘Fearless.’ Kerusso continues its trend of being awarded the largest Christian licenses of the last several years, including the recent apparel licenses for ‘Fireproof,’ ‘Women of Faith’ and so many other terrific faith brands.”

Max Lucado’s “Fearless” product franchise addresses Christians’ need to trust in God rather than current events. Kerusso’s T-shirt, available in adult and youth sizes, features the compelling book-cover image with the tag line “Trust More – Fear Less.” The shirt also includes the full Bible verse “Indeed, the very hairs of your head are all numbered. Do not fear; you are worth more than many sparrows” (Luke 12:7).



Lucado writes, “They’re talking layoffs at work, slowdowns in the economy, flare-ups in the Middle East, turnovers at headquarters, downturns in the housing market, upswings in global warming. The plague of our day, terrorism, begins with the word terror. Fear, it seems, has taken up a hundred-year lease on the building next door and set up shop... What if faith, not fear, was your default reaction to threats...Envision a day, just one day, where you could trust more and fear less.”

The Kerusso “Fearless” T-Shirt retails for \$17.99, with the Youth edition at \$12.99. The “Fearless” hardcover book sells for \$24.99, with audio CDs, small group DVDs, and small group discussion guides also available. The new “Fearless” six-week church campaign, includes sermons, small group curriculum and outreach tools to help churches.

Lucado begins a North American PR tour with an interview on “The Dave Ramsey Show” via radio and television (airs September 9), a cover story for Outreach Magazine (Nov. issue), an appearance on “The Hour of Power” (airs December 20), plus many other nationally broadcast interviews.



Kennett said, “The ‘Fearless’ T-shirt will bring an important message to all who see it, saved and unsaved. The Kerusso 2009 *Christian Apparel Faith & Motivational Research Report* showed what we’ve thought for more than two decades: Christian T-shirts help people **Do** the ‘Great Commission’ in their community. The survey revealed that 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. Our prayer is that ‘Fearless’ will provide many of such opportunities.”

Kerusso had previously worked with Lucado's "3:16" product license, selling tens of thousands shirts and hats in 2007.

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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.

To arrange a personal interview with Vic Kennett, contact Nicole Aptekar 909-851-0326;
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