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FOR IMMEDIATE RELEASE

Christian Music Review (CMR) 2009 Summer Recap And Fall Preview

Leading music review site recaps a summer of growth and discusses its upcoming initiatives for Fall 2009 including FREE giveaways, artist promotions, fresh content, and new partnering opportunities.

(Zephyrhills, FL) September 4, 2009 - For **Christian Music Review** (www.christianmusicreview.org), a leading online source for independent reviews of the latest Christian releases, Summer 2009 represented a season of tremendous growth. The online ministry recently welcomed partnerships with two new major Christian outlets, **Salem Communications** and **Christian Living Magazine**. These partnerships represent new, wider audiences for Christian Music Review's content and advancement toward accomplishing founder, Jay Heilman's annual goal of doubling the organization's exposure in 2009. In addition to these gains, ChristianMusicReview.org added two new writers to its staff, increased its social networking outreach and introduced fresh new content for its readers. Looking forward toward fall, Christian Music Review plans to continue the momentum by adding more ministry partners; expanding its social networking outreach; and increasing the distribution of its audio and video content.

The following is a breakdown of Christian Music Review (CMR) 2009 summer and fall activities:

RECENT SUMMER ADDITIONS

2 New Ministry Partners: *Christian Living Magazine* with a readership in the millions and *Salem Communications* and its network of local FISH radio websites covering 10 major U.S. markets.

2 New Staff Writers: Cara Fisher an experienced industry writer and forum moderator for *NewReleaseTuesday.com* and Laura Chambers, lyricist from Mississauga, Ontario.

Reviews Featured in 4 Label Press Releases: Matt Redman, Phillips, Craig & Dean, PureNRG and Mikeschair.

Published Content:

14 Artist Interviews & Podcasts: John Waller, Alex Kendrick, Josh Reedy of DecembeRadio, Shawn Craig of Phillips, Craig & Dean, Francesca Battistelli, Jeff Frankenstein of Newsboys, David Crowder and Matt Redman.

23 New Album Reviews: Glory Revealed II, PureNRG, Tal & Acacia, Mikeschair, STRYPER, Hillsong, Aaron Shust, Phillips, Craig and Dean, Britt Nicole, Between The Trees, Ken Reynolds, Needtobreathe, Mark Schultz, Leeland, Phil Stacey, Matt Papa, Abandon, Philmont, Skillet, Matt Redman, Josh Wilson, Jason Gray and Thousand Foot Krutch.

2 New Concert Reviews covering 8 artists: Building 429, After Edmund, Above The Golden State, Kimber Rising, Newsboys, DecembeRadio, VOTA and Bread Of Stone.

9 Giveaways & Artist Promotions: “VeggieTales: Abe and the Amazing Promise” & “Larry Boy and the Bad Apple” DVDs (March), John Waller (April), Decyfer Down (May), Christy Nockels (June), Jason Crabb (July), STRYPER (August), Aaron Shust (August), Mark Schultz (August) and BarlowGirl (September).

3 Christian Athlete Spotlight Interviews with baseball stars Ben Zobrist, Gabe Gross and Carlos Pena from the 2008 American League Champion Tampa Bay Rays.

2 New Book Reviews: “The American Patriot’s Bible: The Word of God and the Shaping of America” by Dr. Richard Lee and “Your Own Jesus: A God Persistent on Making It Personal” by Mark Hall with Tim Luke.

Expanded Social Networking. Follow Christian Music Review on:

FACEBOOK - <http://www.facebook.com/pages/ChristianMusicRevieworg/100261066376>

TWITTER - <http://twitter.com/cmr2004>

BLOG – <http://reviewsbyaaron.com>

UPCOMING FALL INITIATIVES

3 New Site Updates & Initiatives: New Press Page & One Sheet, Staff Picks & Recommended Playlists and the CMR YouTube Channel.

Planned New Content:

At least **4 Artist Interviews & Podcasts:** Needtobreathe, Flyleaf, Jars of Clay, Fireflight and others (to be announced).

23 New Album Reviews: Josh Wilson, Bethany Dillon, Desperation Band, Avalon, Matt Maher, Lara Landon, David Crowder Band, BarlowGirl, Pillar, Jared Anderson, Hawk Nelson, Among The Thirsty, Dreampilots, Todd Agnew, Relient K, Fee, Downhere, Kutless, Steven Curtis Chapman, Shane & Shane, Switchfoot, Casting Crowns and Phil Wickham.

4 Concert Reviews covering 35 artists: Chris Tomlin, P.O.D, Newsboys, Kutless, Needtobreathe, Leeland, Superchick, Francesca Battistelli, MercyMe, Flyleaf, Skillet, Jars of Clay, Family Force 5, GRITS, Mandisa, Revive, Abandon, Above the Golden State, Josh Wilson, Underoath, Emery, Haste the Day, The Glorious Unseen, The Devil Wears Prada, Norma Jean, August Burns Red, Fireflight, Before Their Eyes, Building 429, Todd Agnew, Kimber Rising, TobyMac, Relient K, Stephanie Smith and B. Reith.

Unidentified # of Giveaways & Artist Promotions (**CMR IS CURRENTLY ACCEPTING PROMOTION IDEAS AND REQUESTS FOR FALL**)

ABOUT CHRISTIAN MUSIC REVIEW

ChristianMusicReview.org is a non-profit ministry and top-ranked music review website with a readership in the hundreds of thousands. The website is associated with 18 Christian record labels and all 3 major music distributors (EMI, Provident and Word). Christian Music Review (CMR) has been covered in the press by the Tampa Tribune and Baltimore Sun newspapers and its online reviews are currently syndicated via NewReleaseTuesday.com and the Salem Communications’ network of local FISH

radio websites. In addition to its music focus, the website continues to host regular promotions for Christian box office hits like *Facing the Giants* and *Fireproof*.

For more about Christian Music Review, please visit: <http://www.ChristianMusicReview.org> or call 813-528-0291.

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