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Gospel Music Channel, America's Fastest Growing Cable Network, Partners with FrontGate Media for Exclusive Development of Digital Media Promotions in the Faith-Based Market

Gospel Music Channel Promotions Increase Artist Sales From 20-57%

(San Juan Capistrano, Calif. – Aug. 25, 2008) FrontGate Media, the largest Internet and event entertainment media group reaching the faith and family audience (www.FrontGateMedia.com), today announces an exclusive agreement to create and coordinate digital promotions, sponsorships and online advertising for the Gospel Music Channel web site in the faith-based market. Called "VH1 for the Christian market" by *The Wall Street Journal*, Gospel Music Channel, now in 40 million US homes, is television's fastest-growing network; the first and only 24/7 all Christian/Gospel music channel. The GMC site at www.GospelMusicChannel.com is the leading fan site for Christian/Gospel music lovers.

For the last two consecutive years, Jack Myers' Emotional Connections Study ranks Gospel Music Channel as the #1 Network in overall Emotional Connection ahead of key competitive networks including Lifetime Movie Network. Building on the strength of GMC's emotional connection, FrontGate Media has debuted exclusive TV & Web "E-motion" promotions limited to a maximum of one or two artists, authors or organizations per month. These promotions combine the reach of TV & the Internet into a powerful multi-platform connection for any brand, product or service, building results through GMC.

The exclusive E-motion promotions feature extensive online and email exposure as well as affordable on-air opportunities for TV and VOD exposure over the course of two to four weeks. The promotions reach the full spectrum of the Gospel Music Channel audience: 40 million US homes, up to 1,000,000 web site views, and more than 100,000 email subscribers.

Philip Manwaring, GMC's VP digital media, commented, "FrontGate Media's creativity, connections, and credibility make them the ideal partner for us in this space. Together we've created promotional opportunities that combine extensive online coverage with affordable on-air exposure, creating a unique value proposition for those seeking to reach the faith-based entertainment audience."

GMC promotions have proven to positively impact album and tickets sales, online traffic and awareness. For the Music Builds Tour featuring Switchfoot, Third Day, Robert Randolph & The Family Band, and Jars of Clay, the promotional partnership resulted in ticket sales increases of between 20% and 50% following exposure through the Gospel Music Channel. Additionally several leading artists across all music styles have observed week-on-week sales increases according to SoundScan from 20% to 57% following coverage on GMC, including Natalie Grant, Karen Peck and New River, David Crowder Band, Marvin Sapp, Trin-i-tee 5:7, and Casting Crowns just to name a few.

"The Gospel Music Channel played an integral part in the tremendous success we've experienced on iTunes with *Hillsong Live: This Is Our God*," states Chris Estes, director of digital marketing for Integrity Music (Provident-Integrity Distribution). "In the first week of release, we've seen the album rise to No. 4 on iTunes' All Genre, Full Album download charts ahead of major mainstream acts like Lil Wayne and Rihanna. Without a doubt, we know that the digital support and marketing initiatives through the Gospel Music Channel helped us hit this mark."



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Gospel Music Channel is the most recent faith-branded leader to join the exclusive FrontGate Media group, home to the largest and most loyal faith-based consumer entertainment brands available including HeartFirst.com, HollywoodJesus.com, iTickets.com, NewReleaseTuesday.com, VideoRocket.com, and the largest events in the country including the Biola Media Conference, the Borders For Christ tour, Creation Festival, Creation Festival: The Tour, and Spirit West Coast just to mention a few. FrontGate Media also serves as the exclusive syndicator of Faith content across the Vidshadow Online Video Network, one of the Web's fastest growing online video networks.

"Gospel Music Channel delivers the most emotionally connected consumer audience available," says Scott A. Shuford, founder and CEO of FrontGate Media. "Their addition to our media group reinforces FrontGate Media as the must-have, first call for strategy and promotion for any entertainment marketer."

About Gospel Music Channel

Gospel Music Channel (www.GospelMusicChannel.com) is the first and only 24/7 television network dedicated to the rich history and contemporary sounds of Gospel/Christian music and its many different genres and artists. From rock to rap, country to soul, southern to hip-hop, Gospel Music Channel crosses cultures and generations. From the soulful sounds of CeCe Winans and Aretha Franklin to the country roots of Carrie Underwood and Tim McGraw, and the contemporary stylings of Casting Crowns, Kirk Franklin and Natalie Grant and everyone in between, the Gospel Music Channel's got it all. The network's program schedule features artist biographies, music specials, live concerts, and hosted music videos for the entire family.

About FrontGate® Media

FrontGate Media serves as both conduit and coach for brands and companies desiring to reach any and every demographic of faith-based consumers in the Christian market segments exemplified by projects like Mel Gibson's *The Passion* or Rick Warren's *Purpose Driven Life*. Serving as the "Gateway to the Christian Audience" since 2002, FrontGate Media manages an exclusive, hand-picked media family, customizing and deploying promotional campaigns that connect companies directly to family and faith-based consumers through one of the largest online and event media audiences available. The company has been honored by World Vision as their #1 media partner, and plays a key role in the success of record labels and artists, publishers and authors, movie studios, non-profit organizations and more. Additional information about FrontGate Media can be found online at www.FrontGateMedia.com or by calling 949-429-1000.

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