



**NEWRELEASETUESDAY.COM ANNOUNCES SUCCESSFUL LAUNCH OF NRT  
MOBILE CHRISTIAN MUSIC APP FOR IPHONE AND IPOD TOUCH**

BOISE, ID – NewReleaseTuesday.com (NRT), a Christian music, social and entertainment mega-site and part of the FrontGate Media group, has announced the successful launch of NRT Mobile, the first Christian music application for Apple’s popular iPhone and iPod Touch.

During the initial 30 days of availability through Apple’s popular iTunes App store, NRT Mobile was downloaded over 5,200 times and saw over 250,000 page views, pushing NRT Mobile as high as #59 in the Top 100 Free Music Apps.

“Our ability to get the word out about NRT Mobile to core Christian music fans gave us an incredible launch that went well beyond our expectations,” says NRT founder, Kevin McNeese. “The application’s traffic is close to matching that of NewReleaseTuesday.com, a site that sees 100,000 unique visitors a month. This is content that Christian music fans are wanting everywhere they go, without being tethered to a computer or mobile internet browser, and we’re happy to be the first to bring it to them.”

Feedback has also been extremely positive and has provided the development team with more ideas to continue to improve NRT Mobile. Work is already underway for an early summer update that will incorporate exclusive NRT content into the application including exclusive artist interviews, articles, devotionals, music news and NRT’s popular New Christian Music PodCasts.

“NRT is committed to growing NRT Mobile for years to come,” continues McNeese. “We’ve built a solid foundation and have collected a clear direction from our existing users that want to see usability enhancements and new features. Just like NewReleaseTuesday.com, we will continue to add features to NRT Mobile.”

*<http://www.NewReleaseTuesday.com> was launched in August of 2002 and offers the most complete and up-to-date listing of upcoming releases online, exclusive artist interviews, commentary from a variety of columnists, weekly New Christian Music PodCasts and the latest in Christian music news. It is also the home to the NRTeam, an online music community that maintains one of the largest online databases of Christian artist profiles, album reviews and song lyrics.*

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