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MERCYME PARTNERS with MAX LUCADO for EXCLUSIVE LIVE MOVIE EVENT
In Select Regal Entertainment Theatres Nationwide and on Pay-Per View
Multi-Platinum Recording Group Launches *UNDONE* April 20th

NASHVILLE, TN...3/2/04...On the heels of selling-out concerts nationwide, platinum recording group MercyMe will release their much-anticipated project, *UNDONE*, on April 20, 2004. The project follows the platinum plus success of *ALMOST THERE*, featuring their mainstream AC/HotAC/CHR hit "I Can Only Imagine," as well as *SPOKEN FOR*, the Gold-certified project that launched the Christian AC record breaking and Dove Awards Song of the Year nominee, "Word of God Speak."

Reaching beyond the traditional Christian marketing avenues into the realm of mainstream theatres and pay-per-view television, INO Records and Integrity Publishers are teaming MercyMe and Max Lucado – arguably the hottest Christian band and the best-selling Christian author in the country for a one-night event. On April 13th at 7:30 pm, participating Regal Entertainment Group Theatres will premiere the new MercyMe concert film with best-selling author Max Lucado's *It's Not About Me: Rescue from the Life We Thought Would Make Us Happy* from Integrity Publishers. The film will feature a full-length live concert plus never-seen-before footage from MercyMe's "The Imagine Tour," new songs, behind the scenes tour and studio footage, as well as interviews with the band. Throughout the film, Lucado speaks from his new book, which will release on March 9, 2004. Tickets for the Regal Entertainment Big Screen Premiere event will be available in upcoming weeks at www.RegalCM.com

Select Regal Entertainment Theatres across the country are scheduled to participate in this new multi-media merger bringing MercyMe live in concert and the words and wisdom of nationally known best-selling author Max Lucado into America's movie theatres. INO Records and Integrity Publishers will be aggressively promoting this cinematic event in each market with extensive radio promotion, local market publicity and on air giveaways of the new MercyMe CD and Lucado's new book. Retail stores will also distribute point-of-purchase materials promoting the local events.

Following the cinema debut, "MercyMe Live Featuring Max Lucado" will be available the rest of April 2004 via national pay-per-view television outlets such as Direct TV and IN-DEMAND.

"There is no doubt that our partnership with Regal Entertainment will further the reach of this band and author. This is a fun, innovative and non-traditional approach to marketing, which fits MercyMe quite well, as they've always done things in non-traditional ways, and is yet another opportunity to take their music to a new audience," said Jeff Moseley, president of INO Records.

"Lucado has strong appeal to such a wide audience and MercyMe has experienced a meteoric rise in popularity this past year," commented Byron Williamson, President of Integrity Publishers. "We wanted to make this promotion for *It's Not About Me* to be more than just another book release. We believe this event with MercyMe in Regal Entertainment Theatres brings a whole new level of marketing and exposure to Max Lucado."

The concert film will be shown at Regal Entertainment Group Theatres in top DMA markets including New York City, Los Angeles, Chicago, Philadelphia, Dallas/Fort Worth, Washington, DC, Atlanta, and Houston. "Cities are being added daily, and it's exciting to see the momentum building. We hope to have 30 markets on board by the time this promotion kicks in," says INO's Moseley.

Publishers Weekly says "there aren't many authors bigger than Lucado," and with more than 33 million books in print, decades on the national bestsellers lists and numerous awards, Max Lucado is indeed a publishing phenomenon. In spring 2003, Hallmark/Dayspring Cards launched a new gift card line featuring the writings of Lucado; the line has already sold more than one million cards. Lucado has been featured in a wide range of media, including *USA Today*, "Larry King Live" and "NBC Nightly News." But Max Lucado is not a man consumed by sales, awards and achievements. He spends most of his time as senior minister at Oak Hills Church in San Antonio, Texas. And he believes he has a one-in-a-million wife in Denalyn and three amazing daughters in Jenna, Andrea and Sara.

Recently nominated for several Dove Awards including Group of the Year and Artist of the Year, MercyMe became one of the fastest-selling new artists in Christian music history with their release of *ALMOST THERE* in the fall of 2000. The project features the multi-genre hit, "I Can Only Imagine," which reached the top 4 on mainstream AC, and top 25 on both the CHR/Pop and Hot AC chart.

With platinum sales, and as one of the industry's most notable talents, the band continues to break records, as *ALMOST THERE* remained on the Billboard Top 200 after over 100 weeks, second only to Norah Jones, and top 10 at Christian Retail. Likewise, their fall 2002 Gold-certified release *SPOKEN FOR* continues to be a top seller, currently in the top 20 of Christian Retail scans.

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www.mercyme.org
www.inorecords.com

Integrity Publishers Inc., headquartered in Nashville, Tenn., produces, markets and distributes Christian books in most major trade categories such as fiction, current events, inspiration, biblical studies, devotions, psychology, family, children and biography. Some Integrity authors include: Max Lucado, Pat Robertson, Dr. David Jeremiah, Dr. Ravi Zacharias, Frank Peretti, Dr. Larry Crabb, Stephen Arterburn, Dr. Linda Mintle, George Barna, and Brennan Manning. To find out more about Integrity Publishers, visit www.integritypublishers.com.

Integrity Media, Inc., is a media-communications company that produces, publishes and distributes Christian music, books and related products. It is a producer and publisher of products that facilitate a Christian lifestyle. Integrity's products are sold primarily through retail stores and direct to consumers throughout the United States and in 168 other countries. The Company is headquartered in Mobile, Alabama, and its common stock is listed on The NASDAQ National Market under the symbol "ITGR." Information about Integrity, including financial and operating performance, is available at the company's website: www.integritymedia.com/invest/financialpr.html.

INO Records, owned by Integrity Media, Inc., is based in Brentwood, Tenn. Founded in 2000, INO represents some of the Christian and Gospel Music Industry's finest talent, including MercyMe, CeCe Winans, Sonicflood, Sara Groves, The Brooklyn Tabernacle Choir, comedian Chonda Pierce, and the solo career of Darlene Zschech.