



press release
for immediate release

VIDEOROCKET

VIDEOROCKET DOUBLES NUMBER OF VISITS/MONTH, SEES SUBSCRIBER GROWTH

Site Announces Exclusive Focus On Music, Ministry, Missions And Movies

(San Juan Capistrano, Calif. – September 24, 2008) – The leading faith-based online resource for video and audio content, a FrontGate Media group member, and the primary web initiative of Come Alive International (home to the Creation Festivals & Friendship Fest in Morocco), **VideoRocket.com** is pleased to announce a significant increase in website traffic in the past year. The site's newsletter has also seen great success.

VideoRocket traffic has more than doubled since April 2008 with 100,000 visits per month. Highlighting what's hot and new on the website, the site's bi-weekly newsletter, (re)Fresh, has also seen great growth and now reaches over 40,000 subscribers. Operations Director, Brian Crow explains, "The Christian community is responding to the quality produced content on VideoRocket.com without having to wade through the noise found on UGC (user generated content) websites. We couldn't be happier with how traffic is increasing."

With growth comes change and in VideoRocket's case this means a more direct focus on four areas: music, ministry, missions and movies. The current faith-based video/audio podcast directory will remain, but future growth will focus on these four key areas. VideoRocket and FrontGate Media are partnering with several major record labels to provide the latest music videos and content, including over 40 videos from Creation Northeast and Northwest. In addition, this team is also building relationships with film studios, ministry and missions organizations to give them a way to more effectively bring video content to the Internet and reach their target audiences.

"For our film *Journey to the Center of the Earth*, FrontGate Media's powerful combination of video, email and site promotion through VideoRocket created excellent results for us," explain May-Lynn Chang, Director of Strategic Marketing for Walden Media. Shaun Jackson, Word Label Group's Director of Online Marketing continues, "VideoRocket promotions have helped to increase visibility and generate great exposure for our artists, helping us win new fans."

Site founder Bill Darpino comments on the ministry and missions focus: "Our members and visitors are looking for content that is a support and extension of their values, faith and church. VideoRocket's unique and ever-growing partnerships with organizations such as Compassion International, Full Circle Classic Jesus Music and Youth Specialties offer great exposure for these ministries as well as providing our users with the content they want to see."

For more information about VideoRocket and to check all content, please visit www.VideoRocket.com. To create promotional partnerships, please contact FrontGate Media at www.FrontGateMedia.com or 949.429.1000.

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About Come Alive International, Inc.



Come Alive International, Inc. exists to reach contemporary society, especially youth, with the life-changing gospel of Jesus Christ. By the creative direction of the Holy Spirit, Come Alive utilizes the spoken word, music, mass-media, concerts, festivals and innovations in technology to carry out Christ's command to "...go and make disciples of all nations".

Come Alive International produces the annual Creation Northeast (Mount Union, PA) and Creation Northwest (George, WA) Festivals every summer, the largest Christian music and teaching festivals in the United States. Each spring and fall Come Alive promotes a series of concerts throughout the United States, called Creation Concerts, presenting some of the biggest tours in Christian Music. Additionally, Come Alive also coordinates Friendship Fest Morocco, in Marrakech, Morocco, Come Alive Cruises and the recently announced Creation Festival: The Tour, hitting the road this fall.

About FrontGate Media



FrontGate®
Your Gateway to the Christian Audience®

VideoRocket is a proud member of the **FrontGate Media** family, the largest Internet and event entertainment media group reaching the faith and family audience. 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. Serving as the "Gateway to the Christian Audience" since 2002, FrontGate Media stands ready to customize and deploy promotional campaigns through VideoRocket.com that can connect companies directly to family and faith-based consumers. The company has been honored by World Vision as their #1 emedia partner, and plays a key role in the success of record labels and artists, publishers and authors, movie studios, non-profit organizations and more seeking "creative & emerging media" outlets like VideoRocket.com.

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