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LIFEWAY CHRISTIAN STORES ENTERS EXCLUSIVE DEAL TO LAUNCH MODERN PARABLES DVD BIBLE STUDIES “Modern Parables: Bible studies for people who like movies”

NASHVILLE, TN – April 22, 2008 - Modern Parables, the DVD Bible study series that combines short films of Jesus’ parables with in-depth Bible teaching, has exclusively partnered with LifeWay Christian Stores to release six new DVDs into the U.S. retail market starting May 5, 2008 and continuing through the summer. Modern Parables will be available in all of LifeWay’s U.S. stores. “LifeWay Stores is very excited to be the exclusive retail distributor of this new DVD driven film study that provides solid biblical teaching to all ages using the parables that Jesus taught,” says Donnie Baldwin of LifeWay.

Modern Parables uses film-based modernizations of Jesus’ parables to teach the Bible. Dr. Gene Mims, the author of *The Kingdom-Focused Church* as well as former Vice President of LifeWay Church Resources Division, has said, “I have not seen anything so exciting, biblical, and relevant in all my years of publishing curriculum. What makes Modern Parables so unique is its combination of outstanding cinema and solid biblical theology. I believe this unique combination opens up new ways to teach Scripture to believers and seekers.”

Modern Parables group study materials have already been adopted by churches and ministries across the United States and the world. With the launch of individual DVD titles, Modern Parables now enters the consumer and family market. Thomas Purifoy, Jr., producer and director of Modern Parables, explains that “we had many individuals and families come to us requesting that we offer a line of Modern Parables products designed and priced for individuals, families, and small groups. These individual DVD titles were the result.”

Each Modern Parables DVD title will include everything needed for two complete Bible study lessons and a bonus lesson: the parable film, an application video taught by a pastor, a combined leader’s guide/study book, and a director’s commentary. The titles include *Hidden Treasure*, *Samaritan*, *The Shrewd Manager*, *The Widow and Judge*, *The Sower*, and *Prodigal Sons*. Modern Parables studies can be used for individual and family study, small groups, Sunday School classes, youth groups, Christian schools, home schools and evangelism. Individual titles will retail for \$24.99 each. Box sets are available for \$129 each.

For further information about Modern Parables, including product details, press info, product images, reviews, and endorsements, go to modernparable.com. Modern Parables is produced by Compass Cinema, a Nashville-based production company.