



NEWS RELEASE

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ALRIGHT TV ANNOUNCES LIVE STREAMING WORSHIP SERVICES

Digital Channel Revolutionizes Content Viewing With Rollout of Real-time National Worship Services

LOS ANGELES, CA// FEBRUARY 13, 2013// Tracey E. Edmonds, President and CEO of Alright TV, today announced the new faith-friendly programming and content developed for Alright TV. Alright TV will launch on Easter Sunday, March 31st and will appeal to the aspirational and inspirational goals of consumers of all ages with buzz-worthy comedies, talk, reality, music, and online streaming of Sunday church services from around the country.

“Developing Alright TV has been an incredibly rewarding and exciting experience,” says Edmonds who teamed with The RLJ Companies founder and chairman Robert L. Johnson and YouTube to create the new digital channel. “Working with our creative teams to produce a faith-friendly lineup of series that will make you laugh, touch your heart, and inspire you to live a higher purpose, has been uplifting and I am thrilled for the channel’s debut. Faith is the foundation of who we are and the new channel allows viewers to connect to sermons and inspirational testimonies from anywhere in the country.”

“Alright TV is an innovative channel and digital platform that offers programming for audiences of all backgrounds,” said Steve Lawrence, Alright TV’s Executive Director of Faith Outreach and Content. “We have been able to use the power of technology to assist pastors and congregations from across the country with expanding their outreach to the faith-based community as well as using the channel to create new audiences for rising talent in Christian entertainment genres.”

Vurch (*Worship & Devotion*) will live-stream weekly church services and sermons from pastors around the country. With its innovative platform and national database of devotional and worship services, Vurch features some of today’s foremost spiritual leaders, such as **Bishop T.D. Jakes, Reverend Michael Beckwith, Bishop Paul S. Morton, and Apostle Frederick K. C. Price**. Vurch viewers can live-stream Sunday church services from any location across the country and globally.

A partial list of the churches confirmed to date include:

Abundant Life Family Worship Church

Bishop George Searight
New Brunswick, NJ

Agape Family Worship Center

Pastor Lawrence Powell
Rahway, NJ

Agape International Spiritual Center

Dr. Michael Bernard Beckwith
Culver City, CA

Ever Increasing Faith/Crenshaw Christian Center

Apostle Frederick K.C. Price
Los Angeles, CA

Greater Grace Temple

Bishop Charles Ellis III
Detroit, MI

Potter’s House Dallas

Bishop T.D. Jakes
Dallas, TX

Beacon Light International Cathedral
Bishop Darryl Brister
New Orleans, LA

Potter's House of North Dallas
Pastor Sheryl Brady
Allen, TX

Born Again Church
Bishop Horace Hockett
Nashville, TN

Potter's House of Denver
Pastor Chris Hill
Denver, CO

City of Hope International
Pastor Terrell Fletcher
San Diego, CA

Saint Paul Church of Jacksonville
Dr. John E. Guns
Jackson, FL

Empowerment Temple
Pastor Jamal Bryant
Baltimore, MD

Alright TV is a free subscription based channel. Visit www.alrighttv.com and join now to receive updates on new shows, content and information on upcoming programming and projects. If you pastor a congregation or ministry and would like more information on Vurch and live-streamed services, submit inquiries to info@alrighttv.com.

***About The RLJ Companies:** The RLJ Companies, founded by Robert L. Johnson, is an innovative business network that provides strategic investments in a diverse portfolio of companies. Within The RLJ Companies portfolio, Johnson owns or holds interests in businesses operating in a publicly traded hotel real estate investment trust; private equity; financial services; asset management; insurance services; automobile dealerships; sports and entertainment; and video lottery terminal (VLT) gaming. The RLJ Companies is headquartered in Bethesda, MD, with affiliate operations in Charlotte, NC; Little Rock, AR; Los Angeles, CA; San Juan, PR; and Monrovia, Liberia. Prior to founding The RLJ Companies, Johnson was founder and chairman of Black Entertainment Television (BET). For more information visit: www.rljcompanies.com.*

***About Our Stories Films, LLC:** Our Stories Films is the first African American owned film production studio that produces theatrical motion pictures that showcase the talents of African Americans on both sides of the camera and in the creative process. Founded in 2006, Our Stories Films is headquartered in Hollywood, CA, and targets underserved, urban audiences within the family and urban comedy genre with a production budget of \$5M–\$7M per film. In May 2011, Our Stories Films in collaboration with TriStar, a Sony Pictures Entertainment company, produced and released *Jumping the Broom*, which debuted as the number one comedy during the opening box office weekend. For additional information please visit: www.ourstoriesfilms.com.*

***About Alright TV:** Alright TV is a groundbreaking digital channel that will revolutionize faith friendly content viewing. Featuring premiere talent along with rising stars, Alright TV offers the best in feel-good, value based entertainment which will inspire and motivate. Alright TV brings buzz-worthy comedies, talk, reality, music, and the streaming of national Sunday church services. Developed by Robert L. Johnson, founder and chairman of The RLJ Companies and Tracey E. Edmonds, President and COO of Our Stories Films, Alright TV is a digital collaboration with YouTube that includes an array of online productions and entertainment. For more about Alright TV visit: www.youtube.com/alrighttv or www.alrighttv.com.*

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