

Dear Friend,

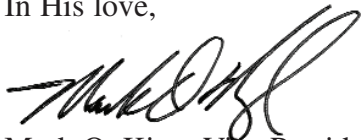
Few things are more comforting to isolated church members than the ability to stay connected with their church family and friends. LifeWay and Lightcast have joined forces to help your homebound members feel like a productive part of church services and Sunday School classes by creating a physical connection and a real time presence.

Even if your church doesn't have a radio or TV broadcast, your homebound members won't have to miss a service. By using the churches sound system, and their telephone line, homebound folks can listen to the service, connect with Sunday School classes, and more...in real time!

When your church does business with Lightcast Networks, your satisfaction is guaranteed not only by Lightcast but by LifeWay as well. We are also proud to report that income generated by LifeWay Special Services goes back into Southern Baptist work at both the state and national levels.

To find out more about how Lightcast Networks can re-connect your homebound members, visit them online at www.lifewaystores.com/lightcast or call us at 1-800-464-2799. With LifeWay and Lightcast Ministries, the opportunities to reach your community are endless!

In His love,



Mark O. King, Vice President
Direct Marketing
LifeWay Christian Stores