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Rock Group, **BarlowGirl**, First Christian Artist To Offer **UrTone** To Fans

Ringtone promotion supports this week's launch of anticipated album, [How Can We Be Silent](#)

Nashville, TN (July 25, 2007) – One of Christian music's bestselling bands, BarlowGirl, is once again taking the lead with mobile technology by offering customizable ringtones to fans through UrTone.

Launched in combination with BarlowGirl's anticipated July 24 release, *How Can We Be Silent* (Fervent Records), the UrTone platform provides fans the unique opportunity to customize their own ringtones from all songs listed in the BarlowGirl catalog. The songs will be delivered to fans' mobile phones via the UrTone player, developed by ID Interactive Inc., and the world's largest mobile transaction network operated by mBlox. The acclaimed three-sister band is the first Christian act to offer UrTone technology and one of the first artists to offer a personalized ringtone solution.

Fans can access the UrTone platform to customize ringtones now at www.myspace.com/barlowgirl and on Aug. 1 at the newly launched www.barlowgirl.com.

"Word Label Group is excited to partner with ID Interactive to launch the UrTone platform and provide fans with a distinctive user experience," says Jeremy Holley, Director of Consumer & Interactive Marketing, Word Label Group. "BarlowGirl's interaction with fans is very significant and the band is always looking for avant-garde means to enhance music listeners' experiences."

Early campaigns for *How Can We Be Silent* offered mobile blogs and cell phone interaction in addition to BarlowGirl's ongoing SPEAK OUT initiative to encourage fans to take a stand in what they believe and become more active in their faith. In 2006, BarlowGirl teamed with FUGE Live during their "Don't Conform" tour to allow more than 20,000 fans to text via cell phone messages that appeared onscreen during the group's local performances.

BarlowGirl's release week kicked off in Nashville with a Monday morning appearance on Fox 17's *Tennessee Mornings*, followed by an evening concert sponsored by WAY-FM and www.hearitfirst.com that was further streamed live nationally. The girls will also be a featured performer on WGN-TV in their hometown of Chicago this Friday, July 27. BarlowGirl will perform their current single, "Here's My Life."

BarlowGirl has solidified their rock stature in the Christian and mainstream music scene with their 2004 self-titled debut and follow-up 2005 project, *Another Journal Entry*. The success of these two albums resulted in sales of over 600,000, four No. 1 hits, nine Dove Award nominations and the mega-hit, "I Need You To Love Me," became the longest running No. 1 single in Christian Radio Weekly's CHR chart history at a record 13 weeks. The song additionally was certified in May for 50,000 spins, according to BDS. BarlowGirl has been featured on NBC News/Today show, Associated Press, *Sophisticates Hairstyle* magazine, winner of Yahoo! Music's "Who's Next" series and recently was named the 2007 Youth Ambassador for the National Day of Prayer.

Founded in 2001 by Susan Riley, Fervent Records is a part of Word Label Group, a division of Word Entertainment, a Warner/Curb company. In addition to the Absolute series Fervent Records' roster heralds some of today's top Christian performers including BarlowGirl, Big Daddy Weave, By The Tree, Group 1 Crew and pureNRG. The Word Label Group leads the industry with over 50 years of music-making history.

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