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**EMI CMG Licenses Recording Catalog Masters to
Interactive Worship Live to Create Interactive Backing Tracks**

November 23, 2009 – (NASHVILLE, TENNESSEE) EMI Christian Music Group, Inc. (EMI CMG) and Interactive Worship Live (IWL) have entered into a licensing agreement that allows IWL to create Interactive Backing Tracks (IBTs) from selected EMI CMG’s original master recordings. These backing tracks allow churches to use individual parts of the recordings to augment live worship services.

Interactive Worship Live introduced IBTs to worship leaders in 2006. IWL IBTs utilize a powerful music software platform called Ableton “Live” Ableton is an affordable and flexible music software that allows worship leaders to select tracks they want and then alter the song structure in real time just as they do with live musicians. Many leading worship leaders across the nation already use IBTs to add instruments and loop tracks to their Sunday morning worships. Others use IBTs when leading worships in smaller or startup venues to bring a “bigger” sound with only one or two musicians. Still others use IBTs to isolate one vocal or instrument part to teach new songs to worship team members.

“Allowing IWL to create Interactive Backing Tracks from our original artist masters is another excellent way for both EMI CMG and IWL to serve the worship community,” said Brad Kash, Director of Label Administration at EMI CMG Label Group. “IBTs enhance the worship experience by filling in the necessary instrumental parts of the song with the original master arrangements, all under the real time direction of worship leaders.”

“Our customers have been requesting original masters from EMI CMG since day one.” said Phillip Edwards, President of Interactive Worship Live. “The diverse and popular catalog of EMI CMG has many of the top songs on CCLI and now IBTs from several of their artists, including Sparrow/sixstepsrecords recording artists Chris Tomlin and David Crowder * Band will be available on our website.”

EMI CMG Label Group:

Brentwood, Tennessee-based EMI CMG Label Group is comprised of Sparrow Records, Forefront Records, and Credential Recordings, in addition to providing A&R and marketing support for sixstepsrecords via a joint venture and licensing partnership. Balancing freedom, discipline, creativity, profitability and ministry, EMI CMG Label Group strives for excellence in artist development. The Label Group is a division of EMI Christian Music Group. For further information, please visit www.emicmg.com.

Interactive Worship Live (IWL) creates and distributes Interactive Backing Tracks or IBTs to expand and enhance the live worship experience. IBTs allow worship leaders to “get inside the recording session” and easily select the instruments, vocals, clicks, loops and pads required for their particular worship team. The worship leader can then repeat or loop sections of the song in real time allowing the worship leader complete control in a live environment. IWL not only provides a large and growing IBT catalog, but also the consulting, software, and hardware necessary to implement this technology in a specific live performance environment. For more information on IWL and IBTs go to www.InteractiveWorshipLive.com or send an email to info@interactiveworshiplive.com.

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