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## **MERCYME TO LAUNCH 'COMING UP TO BREATHE' NATIONAL TOUR THIS FALL**

## **"So Long Self" Continues to Rule Christian AC Radio and Top 20 Mainstream AC Chart**

## **iTunes 16-week Podcast Series Features MercyMe**

NASHVILLE, TN....7/19/06.....As their new hit single **"So Long Self"** hits mainstream AC radio's **Top 20** (No. 17 BDS) and **No. 1** on the Christian AC Mediabase/R&R Chart, and they make their second appearance on **The Tonight Show** this week, MERCYME has announced their national fall "Coming Up to Breathe Tour" in support of their latest, best-selling CD of the same name.

Debuting at No. 13 on the Billboard Top 200 Album Charts selling nearly 60,000 units, *COMING UP TO BREATHE* has remained strong on both the Billboard Top 200 and Contemporary Christian SoundScan charts for the 12 past weeks since its release.

### **THE TOUR:**

Hitting over 30 cities this fall (tour dates attached) including **New York City's Nokia Theater**, **Baltimore's 1<sup>st</sup> Mariner Arena**, **Los Angeles' The Pond**, **The Dodge Theater in Phoenix**, and **Houston's Berry Center**, the line up will also feature industry veteran band Audio Adrenaline and critically acclaimed newcomer, Phil Wickham.

About hitting the road again and doing so with Audio Adrenaline, MercyMe's Bart Millard had this to say: "Words cannot express how excited we are to have AudioA on this tour! They have played a huge part in getting MercyMe its start, so getting the chance to take them out for their final farewell is a no brainer. This tour is really going to rock."

"The last 15 years have been nothing short of a miracle," commented AudioA's lead singer and founding member Mark Stuart. "Every moment...every concert...every song was such a gift from God. We can't think of a better way to say goodbye to the greatest fans in the world than doing it on tour with our best friends, MercyMe."

This tour will be the final tour for one of the industries top bands, **Audio Adrenaline**, and also adding a final chapter to its substantial career will be **ADIOS: The Greatest Hits**, releasing Aug. 1. After 15-years, over three million records sold, 18 No. 1 singles and four Dove Awards, Audio Adrenaline is saying "adios," offering one more nod to its considerable fan base with the album and this tour. AudioA's acclaimed ninth studio album, **Until My Heart Caves In**, released last August and grabbed the coveted GRAMMY this year, marking back-to-back GRAMMY wins for AudioA. Their first GRAMMY was for it's 2004 release, *Worldwide*. The band's *Bloom* recording was certified Gold by the RIAA in 1999 and they were awarded the prestigious "Song of the Decade" crowning in the 90s for "Big House" by *CCM Magazine*. The band is also well known for its humanitarian aid and will continue its Hands and Feet Project, a non-profit organization and orphanage they formed dedicated to the health, welfare and education of orphaned children of Haiti.

Phil Wickham, a Southern California native, is the second artist to sign and release on MercyMe's Bart Millard and producer Pete Kipley's label Simple Records. This singer/songwriter brings to the table a refreshing mix of emotional lyrics and shimmering melodies on his national debut. Growing up in a strong musical family, Phil began leading worship for his youth group and the young age of 12. This past April, Phil Wickham released his self-titled project, which landed on the Billboard Top 200 and Heatseekers chart after a strong first week of sales.

#### **iTunes:**

MercyMe will also be included in the 16 week Podcast series campaign on iTunes. This is a weekly series of 10-12 minute pro-produced Podcasts and will feature MercyMe and *COMING UP TO BREATHE*. The first podcast debuted last week, and can be found at:  
<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=164947457>.

#### **RADIO HITS/ENTERTAINMENT TONIGHT ONLINE:**

With "So Long Self" hitting Top 20 on mainstream AC (their fourth consecutive mainstream hit), No. 1 on Christian AC (BDS), and pushing Top 5 on the Christian CHR Mediabase/R&R chart, things should heat up even more this week as The nationally-syndicated John Tesh Radio show has added "So Long Self" to its regular rotation.

In addition, Entertainment Tonight is currently featuring MercyMe on their website, where fans can win *COMING UP TO BREATHE*. Go to <http://et.tv.yahoo.com/contests/> to check it out!

[www.mercyme.org](http://www.mercyme.org)  
[www.myspace.com/mercyme](http://www.myspace.com/mercyme)

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*Since their debut in 2001, American Music Award and multiple GMA Music Award winners MercyMe have sold over 4 million units in CD and DVD sales, including MercyMe's Almost There, nearly triple platinum, their 2003 project Spoken For which is approaching platinum sales, the RIAA Gold certification for UNDONE and the MercyMe Live DVD, as well as their latest, Coming Up to Breathe, which entered the Billboard Top 100 at No. 13. In addition, MercyMe has garnered four consecutive mainstream radio hits with "I Can Only Imagine", (No. 4 AC/top 25 on Top 40/Hot AC), "Here With Me" (No. 4 AC), "Homesick" (top 10 AC), and their current AC hit, "So Long Self."*

*With their multi-platinum sales, and one of the industry's most notable talents, MercyMe has sold out venues including Radio City Music Hall and received media attention from the likes of The Tonight Show, CNN, Fox New Channel's Fox & Friends, CD USA, ABC News, CBS' Early Show, and has been seen on the pages of Entertainment Weekly, The New York Times, USA Today, Billboard, and more.*

