

the {m} media collective TOBYMAC update:

*photo attached

FOR IMMEDIATE RELEASE
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**GRAMMY® WINNER TOBYMAC'S VIDEO FOR HIT SINGLE, "LOSE MY SOUL"
TO PREMIER ONLINE AT AMAZON.COM AND BE FEATURED ON FRONT PAGE
OF AOL MUSIC**

BROADCAST PREMIER TO AIR ON THE GOSPEL MUSIC CHANNEL

**Innovative Video Also Features Great Performances from Kirk Franklin and
Mandisa**

February 23, 2009

** Fresh off his GRAMMY® win and recent GMA Dove Award nominations for "Alive & Transported" as well as Artist of the Year and the RIAA GOLD Certification for "Portable Sounds," TOBYMAC'S

brand new music video for his hit single "Lose My Soul" will make it's online premiere tomorrow, February 24th, at AMAZON.com. The video will also appear on the front of the AOL Music Page and Video of the Day for AOL popeater on March 15th. AOL Music is currently the No. 1 music site with a monthly audience of more than 23 million.

As does the single, the video also features great performances from guest vocalists Kirk Franklin and Mandisa. The single has made major inroads on R&R's Christian AC chart, and is currently No. 6 on AC Monitor and No. 12 on AC indicator.

** Future airings of the video include the Gospel Music Channel's broadcast premier on March 6th (10p ET) as well as at iTunes and other video outlets including Yahoo!, YouTube and more as of March 17th.

**The video was directed by Endeavor Media Group, who has worked on over 40 music videos (Anberlin, Silverstein, Comeback Kid among them) and were recently awarded the Runner Up Music Video Director of the Year by Alternative Press Magazine. Their videos have been aired on virtually every music video outlet including Big 10 rotation on MTV, Elite 8 Rotation on MTV2, Heavy Rotation on Much Music, B Rotation on MTVu. They have also been featured on MTV's Discover and Download, Fuses Top 10 Countdown, Target In-Store Video Reel, and many more. MTV Headbangers Ball has also nominated 4 of their videos for Video of the Year in 2007.

**TobyMac is currently working on his next studio recording as he headlines the Winter Jam Spectacular 2009 and gears up for a run of of major summer festivals.

www.tobymac.com

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