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AUTHOR & PASTOR MAX LUCADO REACHES 100 MILLION PRODUCTS IN PRINT 2010 Marks 25th Anniversary in Publishing

Monday, September 13, 2010, Nashville, TN – Author and Pastor Max Lucado has 100 million products in print since his first book was published 25 years ago. Lucado's writings have been published in a wide variety of formats including trade books, gift books, children's books, study Bibles, devotionals, commentaries, animated children's videos, calendars, greeting cards, teaching curriculum and licensed gift products.

Of the 100 million products in print, 80 million are books. Lucado's first book, *On the Anvil*, was released in 1985. His latest book, *Outlive Your Life: You Were Made to Make a Difference*, releases tomorrow from Thomas Nelson. Currently his books have been translated into more than 40 languages.

Lucado's books have appeared on every major best-seller list including *Publishers Weekly*, *USA Today*, *The New York Times*, the Evangelical Christian Publishers Association and the Christian Booksellers Association. Lucado has been featured on many national media programs through the years, including "Fox & Friends," "The Today Show" and "Good Morning America" in the last year alone.

Thomas Nelson has been Lucado's long-term publisher and executives salute this significant achievement. Says David Moberg, senior vice president and group publisher for Non-Fiction at Thomas Nelson: "It is both stunning and humbling to a consider 100 million products in print for Max. His writing has shaped millions—almost a generation—in their beliefs on grace, forgiveness and God's love."

Adds Lucado: "God has blessed me with such a great team. Editors, management, creative thinkers...they are the best. I'm especially thankful for the management skills of Steve Green who has overseen my publishing for over two decades. He has built a team that exceeds expectations."

Max Lucado and his wife Denalyn live in San Antonio, Texas, where he is the Minister of Preaching at Oak Hills Church. More on Max Lucado, can be found at www.MaxLucado.com.

Thomas Nelson is a leading provider of Bibles, products and live events emphasizing Christian, inspirational and family value themes. For more information, visit its website, www.ThomasNelson.com.

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