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**ACD and Family Christian Stores® Team for Exclusive In-Store
Interactive Promotion of Fox Faith Videos**

Minneapolis, MN/Grand Rapids, MI—ACD, a leading developer and manufacturer of user-interactive, shopper-assisted technology and Family Christian Stores® (FCS), America's leading Christian lifestyle retailer, announced today the rollout of a new in-store campaign in conjunction with FoxFaith, the new branded video distribution division of Twentieth Century Fox.

Timed to coincide with the peak holiday shopping period, the campaign is intended to promote FoxFaith's DVD catalog in prime theatrical markets and other FCS locations via ACD's interactive touch screen and digital ticker tape devices.

The impetus for the campaign came from the synergistic desire of FoxFaith and FCS to create a distinctive way to promote in-store DVD sales. Family Christian's successful, long-standing relationship with ACD led to signing ACD on as the technology solution provider.

Given the media-rich content and self-service demands of this application, FCS opted to go with ACD's multimedia powerhouse 15-inch StarNET™ system with its ease-of-use, portability,

reliability, and flexible installation options. A combination of stand-alone and network-based units was installed in 166 FCS locations throughout the United States.

According to FCS CIO Jef Fite, “We have already seen a lift in DVD sales, and the new fixture and technology enhance our overall store environment.” Fite adds, “We plan to increase the product and promotion information available on the ACD units to provide even more value to our in-store customers.”

About ACD and Family Christian Stores:

Over the past 21 years, the name, **Advanced Communication Design (ACD)**, has become synonymous with user-interactive, shopper-assisted technology worldwide.

ACD is continually developing products and services designed to meet the retailer’s technology requirements and budgets. ACD’s user-collaborative merchandising concept opens new doors for interactive selling via seamless integration of traditional shopping experiences and habits with evolving digital media technologies.

Family Christian Stores® is America's leading specialty retailer with over 299 locations and over 5,000 employees in 37 states dedicated solely to the \$4.3 billion Christian retailing market. Family Christian Stores® sells Christian products and church supplies through its chain of stores and via the Internet. Merchandising categories include Bibles, Books, Music, Children’s, Gifts, Apparel, Software, Cards, Church Supplies and DVD's.

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* StarNET™ is a registered trademark of ACD, Inc.

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