



SOUND BITES

News & Views from Pamplin Distribution

Spring 1999

GET YOUR PRODUCTS IN 3 DAYS

On May 1, 1999, Pamplin opens a new 100,000 square foot distribution center in LaFrance, South Carolina. The new warehouse will more than quintuple Pamplin's warehouse space and will service 80 percent of the country. The current 20,000 square foot center in Portland will continue to service all West Coast customers.

With both facilities in operation, Pamplin Distribution will be able to:

- SHIP ANYWHERE IN THE COUNTRY WITHIN THREE DAYS
- LOWER SHIPPING COSTS TO RETAILERS
- OFFER BETTER SERVICE TO DISTRIBUTED LABELS

Managing the East coast warehouse is Denny Copeland, formerly at Word for more than 20 years. "I'm thrilled to be working for



such an outstanding company and excited about our explosive growth," says the new Director of Operations. "The Pamplin corporate officers are very committed to serving the contemporary Christian music market. Our goal is to accomplish a 24-hour turn-around on fulfilling orders."

The warehouse expansion comes on the heels of a recent \$750,000 upgrade to Pamplin's computer system. In operation since January 7th, the installation of the software ties all financial accounting, purchasing, procurement and distribution into one fully integrated system. This allows sales account reps to provide much better customer service to you by being a one-stop servicing entity.

THE BIBLEMAN ADVENTURE: AN INCREDIBLE FORCE OF JOY (FIRST DATE HAS 8,300 KIDS)

With barely a chance to catch a breath after an extremely successful 1998 tour (100+ performances, in front of 185,000 individuals), beloved television star Willie Aames launched his dedicated crew into a third year of sweeping the nation as BIBLEMAN. The new show, entitled "THE BIBLEMAN ADVENTURE LIVE - The Incredible Force of Joy," promises to be the largest Christian entertainment or music tour of the year, with 130 dates this year, and a projected total audience of more than 300,000. The live show has been shot and will air on TBN in May.

Premiering the new show with updated staging, lighting, pyrotechnics and costumes, Aames and crew were lauded with praise for their performance on March 6th, which was sponsored by the Billy Graham Indianapolis Crusade Committee in anticipation of the Billy Graham Crusade scheduled for June 3-6. THE BIBLEMAN ADVENTURE LIVE show was the largest ticketed event that the Crusade committee has ever done, drawing 8,300 kids to see the action hero character and seeing 300 of the children indicating that they accepted Christ at the show.

Officials of the Graham organization were thrilled with how the show was able to capture and hold the attention of their youthful audience. "I praise God for how He is using Bibleman in the lives of children," says Suzanne Byrne, Crusade Associate with the Indiana Billy Graham Crusade.

After the success of last year's tour, Guidepost Magazine For Kids and the Zondervan Publishing House kids division, ZonderKidz, came on board as sponsors to financially support taking "The Incredible Force of Joy" and "Defeating the Shadow of Doubt" across America. Product catalogues and information will be made available at each of the shows. In the fall of 1999, look for the much-anticipated ZonderKidz exclusive-to-the-tour BIBLEMAN Bible. Details will be released at a later date.

"The Incredible Force of Joy" features veteran actor of television and film, Willie Aames, teenage star of family series "Eight Is Enough" and "Charles in Charge."



SALES TIPS

Stock the five current BIBLEMAN video episodes. Two new episodes are expected to hit the stores in staggered releases. The Incredible Force of Joy is available May 18th. It will be followed by The Fiendish Works of Dr. Fear, scheduled for an August street date and featuring appearances by Christian music artists, The Supertones and Scarecrow & Timmen.