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GRAMMY AWARD WINNING ARTIST REBECCA ST. JAMES TAKES FEATURE ROLE IN NEW PRO-LIFE FILM

“Sarah’s Choice” Will Release Nationally on DVD November 17

NASHVILLE, TN (November 2, 2009) – One of the biggest name artists in contemporary Christian music -- Australian born, Grammy Award winner Rebecca St. James, is about to add her first leading role on film to her impressive lists of accomplishments—a list that also includes success as a motivational author and speaker, with more than a half dozen major books to her credit.

Her debut lead acting role is in the November 17th national release of “**Sarah’s Choice**,” a faith and values based production from PureFlix Entertainment with a strong pro-life message. The story line follows an ambitious young career woman on the fast track to success when she suddenly discovers she’s pregnant outside of marriage. The role is a courageous one for the single Aussie singer who has made a bold statement on the abstinence message throughout her career. Her strong stance has even caught the attention of the White House, and she has become a fixture in the national spotlight for her outspoken views on the issues facing America’s youth.

St. James feels that the pro-life message in “Sarah’s Choice” is one that holds promise of helping young women choose life in the midst of the distress of an unplanned pregnancy. Even she herself admits being impacted by the movie.

“I think the biggest thing the film imparted to me, both in researching the role and in portraying the character, was a real sense of empathy for women who find themselves in the situation my character is going through. My heart goes out to them as I have seen the extreme amount of pressure and fear that can come at such a vulnerable time,” she says.

In a culture that seems to diminish the significance of this life-altering decision, for both mother and child, St. James sees this film as an opportunity to be a voice of hope and encouragement for those in need of it.

“If they’re not getting God honoring advice, too often they choose abortion, which brings with it the incredible pain of guilt and regret. I came away from the movie with a real passion to impact this group of women with the message of God’s heart for the unborn and the young women facing the choice of the life of their baby.”

The film also stars comedian Brad Stine, Charlene Tilton (*Problem Child 2*), Dick Van Patten (*That 70’s Show, Arrested Development*), and Staci Keanan (*Step By Step, My Two Dads*).

The DVD, which includes bonus featurettes including “The Making Of,” “Trailers,” and “Commentary,” will be available at all major Christian stores November 17.

For more information or media resources for “Sarah’s Choice,” please visit www.pureflix.com/sarah

ABOUT PUREFLIX ENTERTAINMENT (www.pureflixentertainment.com)

Pure Flix Entertainment, LLC (PFE) produces, distributes, acquires and markets Christian and family-friendly film properties. Pure Flix Entertainment unites some of the most respected and successful members of the Christian film community with the objective of positioning itself as the industry leader for the production and distribution of high quality, inspiring movies and television programs, while doing so with integrity. Media in the form of entertainment and education owns a sure path to how people think about life. Impacting how they think can impact how they live and the choices they make. And because the human mind thinks in pictures, we believe that film is a powerful social and spiritual influence. For these reasons, our work and passion is the profitable production and distribution of inspiring, Christian and family values based forms of media. Mission Statement: transforming the human spirit through values based entertainment. For additional information please go to www.pureflixentertainment.com.

ABOUT EMI CMG DISTRIBUTION (www.emicmgdistribution.com): □

Billboard Magazine's annual Top Christian Music Distributor since 1995, EMI CMG Distribution was founded in 1994 to serve as the main distribution outlet for EMI CMG's owned and distributed labels to the US Christian and general retail marketplace, and the international Christian marketplace. In addition to distributing EMI CMG fully-owned labels, which include EMI CMG Label Group's Sparrow, ForeFront, and Credential imprints, as well as EMI Gospel and Worship Together, EMI CMG Distribution has exclusive distribution agreements with Tooth & Nail/BEC, Creative Trust Media, Ee-Taow Records, Gaither Music Group, Green Hill Productions, Hal Leonard, Inpop, Just Me Music, Madacy Entertainment, Spring Hill Music Group, Troubadour for the Lord, Universal

Music Group, VSR Music Group, Anchor Bay Entertainment/Starz, Cloud 9 Games, First Look Studios, Genius Products, GT Media, Guardian Studios/Bananas, Kelly's Filmworks, PureFlix Entertainment and Third Day Games. EMI CMG Distribution is a division of EMI CMG, a unit of EMI Music, part of EMI Group (www.emigroup.com); one of the world's leading music companies.