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FOR IMMEDIATE RELEASE

Bible Uses Color to Organize Themes and Spark Learning

Standard Full Color Bible enhances study with color-coded topics

CINCINNATI – September 7, 2007 – Something about the start up of school and fall programming in community organizations and churches makes the fall feel like the real start of the year for many people.

For those folks who are feeling like it's time to get their personal learning jump-started with a new personal Bible study plan, there's a new Bible that may appeal.

The Bibles have every verse in both the Old and New Testaments color-coded by a system of 12 key themes, offering many options for study or enhancing an existing study.

Called the ***Standard Full Color Bible*** (Standard Publishing), the newly-released Bibles are the only fully color-coded Bibles. They are available in both the New International Version (NIV) and King James Version (KJV), as well as the Spanish Reina-Valera Revision (RVR) version.

The color-coded themes assist in studying by topic, as Bible readers may simply search for the color of the theme in which they have an interest. The 12 themes are: God, Discipleship, Love, Faith, Sin, Evil, Salvation, Family, Outreach, Commandments, History, and Prophecy.

Other readers will find their verse or chapter study enhanced by seeing the themes present in the passages they are studying.

The Bibles also include study helps such as introductions and outlines for each book, maps and illustrations throughout, a concordance and subject guide, cross-references, daily Bible reading calendars and daily memorization suggestions, as well as a bookmark with a color-code key.

"There are so many ways to use the Standard Full Color Bible as a tool to help Christians study the Bible and learn it better," said Steve Couture, Standard Publishing's vice president for sales and marketing. "Take one theme a month, or seek the themes in passages you are reading for your Bible study group. Seeing the themes will spark your learning in new ways."

More information is available at <http://shopping.standardpub.com/detail.aspx?ID=3419>

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Based in Cincinnati, Ohio, Standard Publishing is a recognized leader in providing Christian products and resources for churches and families. Since its founding in 1866, Standard Publishing has been providing true-to-the-Bible resources that inspire, educate and motivate Christians to a growing relationship with Jesus Christ. For more information about Standard Publishing, visit www.standardpub.com.

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Note: See attached images of the Full Color Bible pages and covers.