



## KINGSWAY COMMUNICATIONS LIMITED

HELPING MINISTRIES • SERVING THE CHURCH • TOUCHING LIVES

2<sup>nd</sup> March 2009

### **Kingsway purchase Fierce! Distribution**

Kingsway Communications is pleased to announce today that it has purchased Fierce! Distribution.

John Paculabo, Executive Director at Kingsway Communications welcomes Fierce! into their family stating:

"Our business has always been about impact, that we operate in a commercial reality simply reflects the world around us, however our desire remains to serve and resource the church with materials that are life building and life changing. The impact that Fierce! have made has had global effect, reaching and resourcing a generation of young people that otherwise may never have known the presence and reality of a loving Saviour. It is an honour and a privilege to embrace Fierce!, and to welcome Jonathan and his team to our family."

According to Jonathan Brown, Managing Director at Fierce! Distribution, today's announcement is a significant step forward for Christian music in the UK:

'I can think of no less title for this than a Godly Alliance. This is a perfect dovetailing together of two like minded companies and throughout the entire process of putting the agreement in place I have been overwhelmed by the integrity and inspiration of the Kingsway team. They have far exceeded my expectations and I am excited about what the future will hold for us both.'

Jonathan Brown and some of the Fierce! team will be joining Kingsway, working together to further support Christian songwriters and artists as they pursue their vision to equip and inspire the church.

"Fierce! has been our UK/International distributor for the last 8 years and we are so pleased to be passing our 'baby' onto Kingsway to take forward the Delirious? catalogue and our future releases." Martin Smith and d: boys

All sales placed on and after today (Friday 27<sup>th</sup> February) will be processed by STL. Please allow a period of grace for this transition.

The whole of the Fierce! team would like to thank in particular the vendors whom it has been a pleasure to serve over these last 8 years. They look forward to even greater things to come.

For more information contact Lucy Mhondera on [LMhondera@kingsway.co.uk](mailto:LMhondera@kingsway.co.uk)