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News Room



SOURCE: Truli Media Group



March 27, 2013 08:30 ET

Truli.net Adds New Charity Channel to Its Online Platform

New Channel Will Feature Charitable Works by Medical Ministry International, Recently Selected as One of the Top Rated Charities in the World by Charity Navigator

LOS ANGELES, CA--(Marketwire - Mar 27, 2013) - Truli Media Group, Inc. (OTCQB: [TRLI](#)), parent company of [Truli.Net](#), a global faith-based & family friendly media content platform and social community hub, today announced it has signed Medical Ministry International (MMI), which provided over US\$80 Million in services to the poor last year and was recently awarded the prestigious 4 star Ranking from Charity Navigator, to the Truli.Net content platform. MMI will be featured on a new channel of "Service" on Truli.net.

"We are thrilled to bring this new platform of Service to the viewers of Truli.net," said Michael Jay Solomon, Chairman of Truli Media Group. "The work of Medical Ministry International is truly life-changing and people need to be aware of the incredible work that their staff and volunteers provide around the world. At the same time, this agreement enhances our faith-based content platform by providing an opportunity to directly help the less fortunate through our donate button. As a result, we believe that this new channel will help attract more visitors to our site, which could translate into growth in our member base and more clicks on our video and banner advertising as well."

"We look forward to telling the MMI story and showcasing the life-changing work of our volunteers and staff on the new Truli.net platform," said Samuel Smith, CEO of Medical Ministry International. "Our focus is on changing and saving lives, and with this agreement, we are very excited to work with Michael and his team to bring real life good news to the viewers of Truli.net."

About Truli

Truli.com offers a unique distribution platform focused on Christian and family-friendly content that is free for users to view, interact and engage with on any mobile apparatus such as tablets, phones, smart TV, etc. Truli.com is free for ministries as many additional sermons are delivered weekly, as well as music videos, film/television content, sports, comedy and educational material. Truli offers a single platform that is flexible and easy to access to connect users, enabling the delivery of relevant and family content to the Evangelical community market of 100+ million people in the U.S. (and 700+ million outside the U.S.) representing \$4.3 billion of annual gross industry sales in the U.S. alone.

About Medical Ministry International

Founded in 1969, Medical Ministry International works in over 22 countries annually and provides care to more than 500,000 people. Working with more than 1,500 international volunteers and as well as over 1,500 national volunteers in the countries it serves, MMI targets a threefold strategy: medical and non-medical volunteers on short-term projects, permanent centers that provide sustained services to local communities, and residency training for international physicians. Volunteers include both medical professionals (Surgeons of every type,

Highlighted Links

[Truli Facebook link](#)
[Medical Ministry International](#)

Additional Links and Tags

Website:

<http://www.truli.net>

Technorati Keywords:

[Michael Jay Solomon](#)
[Christian music video](#)
[Christian movies](#)
[gospel](#)
[evangelical](#)
[sermon](#)

Primary Care, Dentists, Optometrists, Opticians, Nurses, Anesthesiologists, Physician Assistants, Nurse Practitioners, and more) as well as skilled craftsman (Carpenters, Plumbers, Engineers, Teachers, etc.) to help establish programs to bring aid to the poor.

Safe Harbor Statement

This news release contains statements that involve expectations, plans or intentions (such as those relating to future business or financial results, new features or services, or management strategies) and other factors discussed from time to time in the Company's Securities and Exchange Commission filings. These statements are forward-looking and are subject to risks and uncertainties, so actual results may vary materially. You can identify these forward-looking statements by words such as "may," "should," "expect," "anticipate," "believe," "estimate," "intend," "plan" and other similar expressions. Our actual results could differ materially from those anticipated in these forward-looking statements as a result of certain factors not within the control of the company. The company cautions readers not to place undue reliance on any such forward-looking statements, which speak only as of the date made. The company disclaims any obligation subsequently to revise any forward-looking statements to reflect events or circumstances after the date of such statements or to reflect the occurrence of anticipated or unanticipated events.

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