

MEDIA CONTACT:
Caroline Barni
E: caroline.barni@findawayworld.com
P: 440.893.0808 x121

FOR IMMEDIATE RELEASE

Palm-Sized Playaway® Digital Audio Books Speak Volumes This Holiday Season

Today's Best-Sellers on Playaway are Ideal Gifts for Literary Lovers On the Go

CLEVELAND, OH — September 11, 2006 — Talk about your perfect stocking stuffer—this holiday season it will be possible to shove a whole bookshelf of best-selling tomes into that sock above the fireplace.

Findaway World (Findaway), inventors of the Playaway® ready-to-go audio player, today announced twenty new titles for the 2006 holiday season. Among the new holiday releases are:

- **An Innocent Man: Murder and Injustice in a Small Town**, by John Grisham;
- **The Life and Times of the Thunderbolt Kid: A Memoir**, by Bill Bryson;
- **Book of the Dead**, by Douglas Preston and Lincoln Child;
- **Wildfire**, by Nelson DeMille.

In all, twenty new audiobooks and two children's music volumes will join the more than 160 titles currently available in the Playaway collection. The new titles will be on retail shelves this November, and will be available for purchase at participating Borders and Barnes & Noble stores nationwide, as well as online through www.playawaydigital.com.

Booklover Breakthrough

Playaway devices allow booklovers to escape into a bestselling book wherever they are and whatever they're doing. Neither an MP3 player, CD player nor software download, Playaway units are self-contained devices roughly half the size of a deck of playing cards. Each Playaway comes with a AAA battery, earphones and a lanyard that enables users to wear the unit around their neck if desired.

The device comes permanently pre-loaded with an entire book in audio format; in fact, one Playaway can hold over 40 hours of content!. Easy-to-use controls allow users to shuttle through the book, stop at specific points, and automatically bookmark their stopping point when the unit is turned off.

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“For people who enjoy listening to books when they’re commuting, exercising, traveling or simply relaxing, Playaway is the perfect gift,” said Christopher Celeste, Findaway’s president. “With a single device, Playaway books replace the multiple CDs or cassettes most audio book users have to contend with. Not only is it a unique gift—but the simplicity of its functionality along with the wide selection of available titles make Playaway a great gift for all ages.”

For Music Lovers Too

In addition to bestsellers from authors such as Dan Brown, Stephen King, C.S. Lewis and Rick Warren, Findaway World has also begun offering ready-to-go music on Playaway. The first Music Playaways feature KIDZ BOP[®], the top-selling children’s audio series in the U.S. Volumes One and Two of KIDZ BOP To Go each include a collection of 20 pre-loaded hit songs sung “By Kids, For Kids”[™].

Playaway devices are available at Barnes & Noble, Borders and select retail outlets as well as online at www.playawaydigital.com. The KIDZ BOP[®] collection is available this holiday at Barnes & Noble, www.musicpacekids.com and www.playawaydigital.com. Manufacturers suggested retail prices are similar to CD alternatives and range from \$29.99 to \$54.99.

About Findaway World:

Findaway World, a privately-held company based in Cleveland, Ohio, is dedicated to delivering simple and immediate access to content users want or need. Their latest product, Playaway, is the first digital audio player of its kind, coming pre-loaded with premier content from leading publishers and authors. Learn more about the company and the product at www.playawaydigital.com.

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