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**PLAYAWAY® DIGITAL AUDIOBOOKS NOW AVAILABLE NATIONWIDE**  
***New 'Ready-to-Go' Audiobook Format Simplifies Listening Experience***



**Consumer Electronics Show Las Vegas, January 7, 2007** – Findaway World, a leading manufacturer of innovative digital audio formats, today announced that following a year long limited trial release, an expanded collection of best-selling titles and classics are now available on the company's Playaway® digital audiobook format at leading retailers and major libraries around the country.

The first device of its kind to merge digital audio content and player technology in a single format, Playaway is designed to fit into the lifestyles of audiobook listeners in ways that CDs, tapes and downloads simply can't. Half the size of a deck of cards and weighing only two ounces, all Playaway listeners need to do is plug in the earbuds that come with every unit and press 'play.' No downloading and no other device is needed.

"People's busy lives are leaving them with less and less time each day to enjoy favorite pastimes like reading," said Christopher Celeste, president and co-founder of Findaway. "Because of its ready-to-play design, Playaway offers flexibility and portability that perfectly fit these demanding multitasking lifestyles."

- more -

## **Playaway® Digital Audiobooks Now Available Nationwide (cont'd)**

Quickly embraced by the growing \$871 million audiobook market, in just one year Playaway has already:

- Secured over 300 titles by internationally acclaimed authors - from John Grisham and Stephen King to William Shakespeare and Mark Twain - adding approximately 50 new titles every month
- Partnered with over 25 major publishing houses, including Hachette, Harper Collins, Simon & Schuster and Random House
- Established presence in over 1,300 retail locations and libraries nationwide, including Barnes & Noble, Borders, Hudson Books and Brookstone and the New York, Chicago and Cleveland Public Libraries



“We’re very excited about the network of authors, publishers, retailers, libraries and distributors who have chosen to partner with us to make Playaway available nationwide,” added Celeste.

The company also announced the launch of RePlay Rewards, a program that allows customers to return titles once they’ve finished listening to them for 50 percent off their next title. Additional RePlay Rewards information and the entire Playaway collection are available at [www.playawaydigital.com](http://www.playawaydigital.com).

### **About Findaway World**

Findaway World, a privately held company based in Cleveland, Ohio, is dedicated to delivering simple and immediate access to content consumers 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, authors, record labels, and artists. Learn more about the company and the product at [www.playawaydigital.com](http://www.playawaydigital.com).

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