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**FOR IMMEDIATE RELEASE**

**Playaway Attracts Over Forty Major Publishing Partners**  
***Record-Setting Title Releases Planned for 2007***



Cleveland, OH – April 1, 2007 - Findaway World, the creators of Playaway, today reached another publishing partnership milestone with the completion of over forty publishing agreements for Playaway. From partnerships with Random House Audio and Harper Collins to Scholastic and Full Cast Audio, Playaway plans to end 2007 with a catalog of over 700 titles from these audio publishers.

The demand for publishers to put content on the Playaway format represents another avenue for continued growth in the audiobook market as well as the celebration for the "simple and immediate" delivery of content that has become known throughout the industry. With a variety of popular and classic bestsellers, in addition to custom programs such as Encyclopaedia Britannica's *Listen & Learn Series*, Playaway offers a variety of publishers' content that makes its catalog almost as unique as Playaway itself.

"I love working with the folks at Playaway. They're fast and they're smart, and it's great to be able to tell people, "Yep, you can get our titles - ALL of our titles - in this format." stated Bruce Coville, Publisher, Full Cast Audio.

Playaway is available online at [www.playawaydigital.com](http://www.playawaydigital.com), at major retail locations, including Barnes & Noble, Borders, Hudson Books, and Brookstone and at over 4,000 libraries nationwide. Additionally, Playaway has expanded internationally, in the UK and at [www.playawaydigital.co.uk](http://www.playawaydigital.co.uk), and in a half dozen other countries via custom publishing or distribution relationships.

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### **About the Playaway Format**

Playaway is the simplest way to listen to digital content on the go. It comes with the audio content already pre-loaded on it and a battery to make it play. Simply plug in earbuds and enjoy. Each Playaway weighs only two ounces and has a universal jack.

### **Playaway is Made Possible by 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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