


MEDIA CONTACT:

Caroline Barni
Findaway World
Email: cbarni@playawaydigital.com
Office: 440.893.0808, x121

FOR IMMEDIATE RELEASE

Playaway Enlists the U.S. Army in Simple, Portable Audio Format
Soldiers Across the World Welcome the Arrival of Playaway



Cleveland, OH – May 31, 2007 - Findaway World, the creators of Playaway, is pleased to announce the launch of its partnership with the U.S. Army in providing thousands of Playaway digital audiobooks and language programs to bases across the world, including Iraq and Afghanistan. The first Playaway orders reached soldiers this month and the response has been incredible, with additional shipments already scheduled to arrive in June and July.

With recent security concerns limiting internet access to troops on the front lines, Playaway's pre-loaded and secure format provides a new way to deliver digital content in an ultra-portable device that can be consumed at all bases. With hundreds of best-selling audiobooks and language programs, from Spanish to Arabic, available on Playaway, the content fits a variety of listening and learning preferences.

"We are proud to have begun a relationship with the U.S. Army and of the tremendous feedback we have received as Playaway has reached soldiers in the U.S. and abroad," stated Christopher Celeste, president and founder of Findaway World. "The simple and immediate delivery of content through Playaway makes it a perfect solution for this channel."

Playaway is available online at 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, and in a half dozen other countries via custom publishing or distribution relationships.

- more -

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.



###