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**Playaway's "Simple & Immediate" Digital Format
Reinvents the Delivery of Spoken Word Content**
Early Success Highlights Format Potential



Cleveland, OH -- June 1, 2007 -- Book Expo America Booth # 2176 – The early leader in pre-loaded digital audio, Playaway today announces record adoption of the company's pre-loaded format for content delivery through expanded content offerings and partnerships in current and new channels. Playaway has responded to increased format demand with the release of hundreds of new titles, an international launch and the expansion of its custom publishing programs.

With books on tape losing relevance and content on CDs still cumbersome, digital forms of content delivery are increasingly in demand. As audiobook sales increase at a double-digit rate and consumer awareness rises, it is clear that listeners are also expanding their appetite for audio content.

Early response to the Playaway format among both audio book consumers and institutional and custom buyers has been universally positive. In a recent survey of first-time Playaway buyers, 97% of respondents said they would buy another Playaway, with 4 out of 5 respondents ranking their experience as good or excellent. In addition to early enthusiasm among audiobook consumers, Playaway is also attracting a variety of new users, from textbook publishers such as Pearson AGS Globe to the U.S. Army, which recently sent thousands of Playaway digital audio books to US troops in Afghanistan and Iraq.

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"We're certainly pleased with how quickly such a wide range of customers and partners have embraced the Playaway format's promise of "simple and immediate" access to digital content," said Christopher Celeste, Founder and President, Findaway World. "As a result of this extensive early support we're expecting even more rapid growth for the Playaway format over the next 12 months."

Libraries Quick to Adopt Patron-Friendly Format

After just over a year in the library/school channel, the Playaway format has been adopted by over 4,000 library customers nationwide, including the prestigious New York, Chicago and Cleveland Public Library Systems. Leading distributor partners in the library and education channel include Follett Library Resources, BWI, Recorded Books and W.F. Howes.



Significantly, in a recent survey of Playaway library customers, Playaway was the second most preferred format by BOTH librarians and patrons, with CDs ranking only a few points ahead of Playaway. Of the survey respondents, 99% said they would recommend Playaway to another library.

Expanded Custom Content Programs

One of the unique benefits of the Playaway format is how easily it can be tailored to meet a variety of custom audio applications. Playaway has executed more than a dozen custom programs including:

- Xerox Corporation and Intellective Solutions: Intellective Solutions paired its professionally developed sales training audio program with Playaway's simple-to-use format to create a portable addition to Xerox's popular Profit Accelerator line of sales support tools, complete with an entirely customized packaging solution.
- Pearson AGS Globe: With a partnership announced in May 2007, this format represents the first use of Playaway for textbooks & educational curriculum materials. The Pearson audio content on Playaway enables struggling readers to have the added opportunity to hear language repeatedly, resulting in increased reading fluency.

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- KIDZ BOP To Go 1&2 from Razor & Tie: Since their launch in 2001, the popular Razor & Tie KIDZ BOP music albums have sold over 8 million copies. In order to further the delivery options for this popular kids' music brand, two KIDZ BOP titles were launched on Playaway, making their debut the first-of-its kind music launch on the new all-age friendly format.

Broad Content Range from Leading Publishing Partners

To date, over forty publishing houses, including Random House, Hachette, Simon & Schuster, Scholastic and Harper Collins have partnered with Findaway to release more than 400 audio titles on Playaway, with 700 titles planned to be launched by the end of 2007. Content from best-selling authors, such as John Grisham, Stephen King, Danielle Steele, Dan Brown, James Patterson, Mitch Albom and Christopher Paolini, among others are now frequently adapted to the Playaway format.



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.

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 Playaway at www.playawaydigital.com.

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