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Playaway Reformats Audiobook Industry

Pre-loaded Content Eliminates the Burdens of Other Audiobooks for People On-The-Go



Cleveland, OH – August 22, 2007 – As the first and only pre-loaded audiobook player, Playaway® brings pages to life at the push of a button. Audio content and digital technology are now merged into a single-player format, allowing Playaway to fit audiobook listeners' lifestyles in a way CDs, cassettes and downloads cannot match. The digital "wonderbook" provides the perfect answer to consumers' requests for a quick, simple and affordable alternative to downloading audiobooks without sacrificing sound quality.

Convenience is not limited to the content; Playaway weighs just two ounces and is small enough to fit in the palm of your hand. Playaway offers pre-loaded battery-powered audio players, allowing immediate delivery of content. Simply plug in the provided earbuds, press play and enjoy.

"In such a fast-paced society, readers have turned to audiobooks to save time. And yet, waiting for downloads, changing CDs or fast-forwarding and rewinding cassettes create speed bumps that slow them down. The daily activities we participate in leave little time to enjoy a good book, but Playaway allows individuals the ability to exercise, commute or travel while conveniently listening to a novel," says Christopher Celeste, President and Founder.

With a catalog of over 1,300 titles available by this holiday, Playaway has responded to growing demand from its consumers with an international launch, custom publishing programs and a significant presence in the library and education markets. Over fifty publishing houses, including Random House, Scholastic and Harper Collins, have partnered with Playaway to provide a range of titles with something for everyone. Playaway provides content from best-

selling authors, such as John Grisham, Barack Obama and Danielle Steel, as well as children's, health and fitness and language learning titles.

Playaway's titles start at \$29.99. Through Playaway's RePlay Rewards program, customers are invited to return their used Playaway and receive 50% of their next title and free shipping.

Playaway is available online at www.playawaydigital.com, at Barnes & Noble, Borders, Hudson Books and Brookstone and at over 4,000 libraries nationwide.

Playaway is made possible by Findaway World



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

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