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FOR IMMEDIATE RELEASE

Playaway Makes \$10,000 Donation to U.S. Military Library Programs

- Contribution Adds to Successful Playaway Launch in Iraq and Afghanistan -



Cleveland, OH – November 13, 2007 - Findaway World, the creators of Playaway®, is pleased to announce the donation of \$10,000 in Playaway titles through the U.S. Army and Navy Military Library Programs. This donation adds to the more than 60,000 Playaway units already purchased and shipped to troops serving in Iraq, Afghanistan and around the world through the efforts of these Military Library Programs.

Since the first Playaway shipments landed this past April, the response has been incredibly positive and touching, such as the following email that was sent from a U.S. soldier serving in Iraq: “I am currently serving in Iraq on my third tour. I was just introduced to your amazing product. It is a great idea and makes life a lot easier for me here. Thank you.”

“We are extremely humbled by the impact the Playaway product has had on the men and women serving our country throughout the world and overwhelmed by the feedback we have received,” stated Christopher Celeste, president and founder of Findaway World. “At this time of sharing thanks with others, our entire company is proud to support such a worthy program.”

Through Project Thank You, consumers can add to Playaway’s \$10,000 donation. For every \$10 in donations that are received to Project Thank You between November 1, 2007 and December 31, 2007, an additional Playaway will be donated to the U.S. Military Library Program. Playaway publishing partners participating in Project Thank You include Blackstone, Hachette and Tantor. For additional details, visit www.playawaydigital.com/give.

- more -

Playaway is available online at www.playawaydigital.com, at major retail locations, including Barnes & Noble, Borders, Hudson Books, and Brookstone and at over 6,000 libraries nationwide.

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.



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