

PLAYAWAY HAD EVERYONE LISTENING AT PLA

Pre-Loaded Digital Audiobooks a Hit Among Libraries Across the Country

Cleveland, OH – April 2, 2008 – Playaway, the first pre-loaded digital audiobook on the market, emerged as a standout exhibitor at the Public Library Association 2008 National Conference. With just two years in the library market, Playaway has established itself as an audiobook industry leader with its innovative, all-in-one format. The simple technology and all-age accessibility of this digital “wonderbook” has created overwhelming demand and exponential growth in libraries across the nation.

“I think this is the best thing that has happened to the audiobook since its inception,” said Barb Natale, school librarian. “This is so much easier to use than CDs or downloading from a library site onto the MP3 player.”



With a 99 percent library customer satisfaction rate, this unique format provides a quick and simple alternative to downloads and CDs, making Playaway a strong favorite of library patrons and staff.

“The Playaways are the best thing to hit us since an integrated library system,” stated the Director of the Fremont County Library in Lander, Wyoming. “I cannot get over how fabulous they are for every single age group. Teens love them, seniors love them, moms love them, commuters love them and even our librarians love them!”

Playaways can be found in more than 6,500 library and school locations nationwide. The company continually introduces new audio content through its partnerships with 67 publishing companies to date, including Random House, Hachette and Scholastic. With over 1,200 titles made available through Playaway, and 600 additional titles through Recorded Books, libraries are able to keep current collections of the most popular releases, like John Grisham’s “Playing for Pizza,” Sara Gruen’s “Water For Elephants,” or Sue Monk Kidd’s “Secret Life of Bees.”

“We are thrilled that Playaway has received such enthusiastic support from our library customers,” said Christopher Celeste, President of Playaway. “As we continue to expand our content collection and library programs, we hope to continue the momentum we have created together.”

To support ongoing growth and customer needs in this channel, Playaway will introduce two new service offerings available April 15, 2008—MARC records and an extended warranty program. Created by professional catalogers, MARC records allow Playaway titles to be more easily catalogued in library systems. The new extended warranty program provides library customers the option of adding 12 months to Playaway’s standard one-year warranty on all new purchases.

For more information, please visit www.playawaydigital.com/library.

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 flagship 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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