

FOR MORE INFORMATION CONTACT:
Caroline Barni (440) 893-0808 Ext. 121
cbarni@playaway.com

FOR IMMEDIATE RELEASE

PLAYAWAY ANNOUNCES \$100,000 GIVEAWAY *Thirty Days of Giveaways to Stimulate U.S. Public Libraries*

Cleveland, OH – April 27, 2009 – Findaway World, the creators of Playaway®, is thrilled to announce that it will be stimulating U.S. public libraries with a collection of 15 popular Playaway titles to be given away to three winners a day for thirty days, beginning June 1st.

Public libraries can enter the Playaway \$100,000 Giveaway Sweepstakes beginning May 1, 2009 at www.playaway.com/giveaway. Three winners will be announced daily (Monday-Friday) at Playaway's library web site, www.playawaylibrary.com, beginning June 1, 2009 and continuing through July 10, 2009.

"We are overwhelmed by the adoption of Playaway as the #1 pre-loaded audio format in libraries across the country," stated Mitch Kroll, co-founder and CEO of Findaway World. "We couldn't think of a better way - and a better time - to give back than now."

Each 15-title collection that is being awarded contains the following popular Playaway and partner titles:

- The 39 Clues: Beyond the Grave, by Jude Watson (Scholastic Audio)
- All The Pretty Horses, by Cormac McCarthy (Recorded Books)
- Amazing Tales for Making Men Out of Boys, by Neil Oliver (HarperCollins)
- Black Rose, by Nora Roberts (Brilliance Audio)
- Born to Run, by James Grippando (Recorded Books)
- Dark Dude, by Oscar Hijuelos (Blackstone Audio)
- Goosebumps Horrorland: Escape from Horrorland, by R.L. Stine (Scholastic Audio)
- Losing It, by Valerie Bertinelli (Blackstone Audio)
- Lucky, by Alice Sebold (Recorded Books)
- Missing Sisters, by Gregory Maguire (HarperCollins Children's)
- Pendragon: The Merchant of Death, by D.J. MacHale (Brilliance Audio)
- Pygmy, by Chuck Palahniuk (Blackstone Audio)
- Relentless, by Dean Koontz (Brilliance Audio)
- Three Cups of Tea, by Greg Mortenson and David Oliver Relin (Tantor Media)
- Wizard's First Rule, by Terry Goodkind (Brilliance Audio)

No purchase necessary. One entry per person and all entrants must be authorized employees of a U.S. Public Library System. For more details and to view the official giveaway rules, visit www.playaway.com/giveaway beginning May 1st.

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. Learn more about Playaway at www.playaway.com.

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 listeners want or need. Their flagship product, Playaway, is the first audio player of its kind, coming pre-loaded with premier content from leading publishers or custom content for specific audio training and education needs.

Learn more about the company and product at www.playaway.com.

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