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UNITED STATES ARMY FAMILY AND MORALE, WELFARE AND RECREATION COMMAND EXTENDS PLAYAWAY CONTRACT

Thousands of Ready-to-Play Audiobooks and Language Programs Going to Front Lines

Cleveland, OH – May 20, 2009 – The United States Army Family and Morale, Welfare and Recreation Command (FMWRC) has extended a contract valued up to \$10 million with Findaway World, the creators of Playaway®, to provide pre-loaded digital audiobooks to troops serving in deployed areas around the globe, including Iraq and Afghanistan, over the next year.

"We are extremely touched by the many ways in which Playaway has had a positive impact on the morale and peace of mind of our service men and women," stated Mitch Kroll, co-founder and CEO of Findaway World. "The extension of this contract proves the purpose and significance of the Playaway format."

Supplied to over 650 military units each month, Playaways are self-contained, battery-powered audio players that allow military personnel to enjoy audio books and language learning programs without any additional devices or power supplies. They do not require downloading or cumbersome CDs, increasing morale, decreasing stress and providing added recreational value in a hostile environment.

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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