

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

FOR IMMEDIATE RELEASE

**SOLON-BASED FINDAWAY WORLD RECOGNIZED AS ONE OF
THE FASTEST GROWING COMPANIES IN THE COUNTRY**
New Product Ideas and Passionate People Make the Difference

Cleveland, OH - August 12, 2009 - Findaway World, the creators of Playaway®, is thrilled to announce that it has been nationally recognized as one of Inc. Magazine's Top 500 fastest growing private companies in the nation.

Released today, this distinguished list ranks Solon-based Findaway in the Top 25 fastest growing consumer products companies in the country as well as one of the Top 10 fastest growing companies overall in the state of Ohio.

"We are extremely proud of the success of our company, fueled by the adoption of Playaway as the #1 pre-loaded audio format in the U.S.," stated Mitch Kroll, co-founder and CEO of Findaway World. "We have been very fortunate to have tremendous supporters - from our customers and advocates to world-class publishing and distribution partners."

The success behind the company's growth has been in the creation of a brand new consumer product, Playaway, and the growth of a talented and passionate work force of more than 100 employees, collectively known as 'Findawayers,' that share a strong set of core values.

Findaway World brought its flagship product, Playaway, to market at the end of 2005. In just over 3 ½ years, the company has experienced unprecedented growth with the adoption of its pre-loaded audio format in libraries, schools and military units around the world. With nearly 2MM units shipped to date and a four-year growth rate of 755%, the company has been awarded this Inc. Magazine Top 500 honor.

About Inc. 500

The Inc. 500|5000 is ranked according to percentage revenue growth from 2005 through 2008. To qualify, companies must have been founded and generating revenue by the first week of 2005, and therefore able to show four full calendar years of sales. Additionally, they have to be U.S.-based, privately held, for profit, and independent. For more information, visit www.inc.com.

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 accessory 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.

###