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FOR IMMEDIATE RELEASE

FINDAWAY WORLD ACQUIRES SOUNDROOM PUBLISHERS

Deal further aligns pre-loaded format with content

CLEVELAND, OH, May 22, 2007 – Findaway World, the creators of the Playaway® digital audio format, today announced the acquisition of SoundRoom Publishers, an award-winning publishing company with a global catalog of titles. The acquisition includes SoundRoom Publishers' intellectual property: the imprints InAudio and Pocket University and all titles published under these imprints.



The acquisition provides Findaway with ownership of content for the continued growth of the Playaway product and format in the U.S. and abroad. SoundRoom's audio joins Playaway's catalog of licensed content from over thirty publishers, including Hachette, Harper Collins Random House and Simon & Schuster.

"SoundRoom Publishers is a great extension of our business," said Christopher Celeste, president and founder of Findaway World. "Because our product offerings are complementary, this acquisition is consistent with our strategy to provide simple and immediate access to content users want and need through Playaway."

All of SoundRoom's titles are published under its two imprints. InAudio titles fall predominantly under the genres of Classics and Primary-Source History and have received many awards, including *AudioFile's* Earphone Award and *Publishers Weekly's* Audio Best of the Year. Pocket University titles include the National Book Award Finalist, *The 911 Commission Report*.

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Joe Langenfeld, Founder and Owner of SoundRoom Publishers, said, "Findaway is a solid company with good ideas and I am pleased that the titles that I am so proud of will continue to find new listeners."

Findaway will continue to produce, sell and distribute content collections under the award-winning InAudio and Pocket University imprints in all available formats, including Playaway, CD, MP3 and downloads. All sales and customer service inquiries for InAudio and Pocket University's current format offerings can continue to be directed to 1-888-578-5797 or www.inaudio.biz. InAudio and Pocket University titles on Playaway are available at www.playawaydigital.com.



About 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.

About SoundRoom Publishers

Founded in 1991, SoundRoom Publishers is a quality provider of unabridged audiobooks. The company publishes a global catalog award-winning content through its two imprints, InAudio and Pocket University. To view a complete list of available titles visit www.inaudio.biz.

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