

PLAYAWAY®

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FOR IMMEDIATE RELEASE

Playaway® Celebrates 1,000,000th Unit *Cleveland Company Has Many New Audiences Listening*

Solon, OH – August 7, 2008 - Findaway, the makers of Playaway®, is happy to announce a major milestone in the company's history – the shipment of its 1,000,000th Playaway unit.

In just two-and-a-half years since its initial launch, Playaway has been enthusiastically received by publishers, retail partners, libraries, schools, and the military – making it one of the fastest-growing audio formats in the U.S. To date, Playaway is now circulating in over 11,000 libraries and schools, shared with troops at over 650 military bases around the world, and featured in hundreds of retail locations.

“At this historic milestone, we want to thank our customers, content partners, employees and the many Cleveland entrepreneur supporters who have contributed to our success,” said Blake Squires, Findaway's founder and chief strategy officer. “Playaway's ability to deliver digital audio in a simple and ready-to-go format has given listeners a new way to enjoy their favorite audio content, especially audiobooks.”

Initially launched in November, 2005 with Borders and Barnes & Noble, the new Playaway format was quickly adopted by libraries, schools and even the military. In fact, the United States Department of Defense entered into a multi-million dollar contract with Findaway in May to provide over 150,000 pre-loaded digital audiobooks to troops serving on the front lines in Iraq, Afghanistan and around the world over the next year. Playaways have been received with tremendous excitement, with service men and women referring to them as “morale boosters” in the field.

As the first and only pre-loaded audiobook player, Playaway brings pages to life at the push of a button. Audio content and digital technology are now merged into a single-player format, allowing Playaway to fit audiobook listeners' lifestyles in a way CDs, cassettes and downloads cannot match. The digital “wonderbook” provides the perfect answer to consumers' requests for a quick, simple and affordable alternative to downloading audiobooks.

Convenience is not limited to the content; Playaway weighs just two ounces and is small enough to fit in the palm of your hand. Playaway offers pre-loaded battery-powered audio players, allowing immediate delivery of content. Simply plug in the provided earbuds, press play and enjoy.

The current market leader in pre-loaded audio, the enthusiasm and wide adoption of the Playaway format in multiple markets has led to significant business growth for three consecutive years. Findaway produces and ships all Playaway titles from its headquarters in Solon, OH.

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.playaway.com.

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