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FOR IMMEDIATE RELEASE

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**Playaway and Simply Audiobooks Partner to Offer
All-in-One Format to Avid Audiobook Listeners**

Cleveland, OH – May 18, 2009 – Findaway World, the creators of Playaway®, and Simply Audiobooks, the largest and most comprehensive audiobook rental provider, today announce a partnership that will make Playaway available through Simply Audiobooks online subscription programs. This partnership provides audiobook listeners with a simple and affordable way to enjoy the widely-adopted Playaway format through a new Playaway rental service.

“Playaway is a perfect fit for our members’ active lifestyles,” says Sean Neville, CEO of Simply Audiobooks. “The simple, all-in-one format perfectly fits our customer mission to help members make more of their time and money.”

Simply Audiobooks provides an audio book rental model similar to Netflix, with direct-to-door delivery and no due dates or late fees. The new Playaway rental plans range from \$18 to \$34 per month, based on the number of titles that customers can rent at a time. Over 20,000 titles on CDs, downloads and now Playaway are available through their online service, including bestsellers like Audacity of Hope, Shack, and Short History of Nearly Everything.

“We’re certainly excited to have new partners help us increase availability for the Playaway format,” says Mitch Kroll, co-founder and CEO of Findaway. “Simply Audiobooks offers current and new audiobook listeners a simple and convenient way to enjoy their favorite audiobooks.”

Over 3,600 Playaway titles are now available through Simply Audiobooks, with new titles to be added. To view available titles and to learn more about their rental programs, visit www.simplyaudiobooks.com.

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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.

Playaway is Made Possible by 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 Simply Audiobooks

Simply Audiobooks is North America's top audio book source, offering the most comprehensive range of online services with unlimited rentals, sales and direct downloads. Launched in 2003, the company offers the world's largest audio book rental program. It was the first to provide an unlimited rental model for audio books on CD, with free direct-to-door delivery and no due dates or late fees. Simply Audiobooks now offers direct downloads in MP3 and encrypted WMA files. The company has offices in Toronto, ON, Buffalo, NY and Las Vegas, NV. Learn more at www.simplyaudiobooks.com.

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