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FOR IMMEDIATE RELEASE

Findaway World Awarded Two U.S. Patents for Playaway®
Patents Reinforce Ready-to-Play Format's Market Position and Growth

Cleveland, OH - July 23, 2009 – Findaway World, the creators of the first pre-loaded digital audio format called Playaway®, today announced the U.S. Patent and Trademark Office has issued the company two patents which protect the pre-loaded, self-contained wedge-shaped product.

The issuance of these patents further positions Findaway to protect Playaway as the leading pre-loaded format and accelerates the company's already impressive growth and market position.

"We've invested significantly in the development and growth of Playaway since launching the product," said Blake Squires, co-founder of Findaway World. "These patents further validate the Playaway format while also protecting the valuable partnerships we have with content owners and their copyrights, and our customers' investments."

Both U.S. Patent Number: 7559089 and U.S. Patent Number: 7562394 are titled "Personal Media Player Apparatus and Method" and describe the self-contained media player technology application, on-demand loading capabilities and unique product design features, such as the size and shape of the player. With this issuance, Findaway holds two patents and has nine applications pending in the U.S. and worldwide.

As the first pre-loaded audio player, Playaway brings content 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 listeners' lifestyles and working environments in a way CDs, cassettes and downloads cannot match.

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 patented, 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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