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**FOR IMMEDIATE RELEASE**

## **FINDAWAY WORLD NAMED ONE OF THE BEST PLACES TO WORK IN NORTHEAST OHIO**

*NorthCoast 99 Highlights Company's Passionate People and Environment*

*Cleveland, OH – September 8, 2009* – Findaway World, the creators of Playaway®, is proud to be named “One of the Best Places to Work in Northeast Ohio,” by NorthCoast 99, and has further received the distinguished honor of The Passion Award. This award recognizes an organization that displays a unique sense of passion, energy and excitement towards its mission and creating a great work environment.

Without a doubt, it's the people at Findaway, who fondly call themselves 'Findawayers,' that work and exemplify the company's core values every day. Working with passion is one of the core values the company was founded on and one that drives success every day.

“From the first three co-founders to now more than 100 Findawayers that make up our team today, we could not be more proud of this recognition,” stated Mitch Kroll, co-founder and CEO of Findaway World. Blake Squires, co-founder and chief strategy officer adds, “We are excited to be creating new products – and new entrepreneurs, while bringing great talent back to Northeast Ohio.”

NorthCoast 99 is an annual recognition program that honors 99 great workplaces for top talent in Northeast Ohio. The program was developed and is presented by the ERC. ERC is Northeast Ohio's leading and largest professional organization dedicated to HR practices, programs and services. Since 1999, hundreds of organizations have been nominated and applied for the award, and the program has recognized over 300 organizations for their ability to maintain great workplaces that support the attraction, retention, and motivation of Top Performers

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 over 20,000 libraries and schools as well as hundreds of military units around the world. Findaway World was most recently recognized by INC magazine in the prestigious INC 500 fastest growing companies in the nation. For more information about the company and Playaway visit [www.playaway.com](http://www.playaway.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](http://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](http://www.playaway.com).

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