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U.S. ARMY FAMILY & MORALE WELFARE AND RECREATION COMMAND EXTENDS 2ND OPTION YEAR OF PLAYAWAY CONTRACT

Cleveland, OH - May 10, 2010 - The United States Army, Family & Morale, Welfare and Recreation Command (FMWRC) has exercised the 2nd Option Year on its multi-million dollar contract with Findaway World, the creators of Playaway®, to provide pre-loaded digital audiobooks and language programs to troops serving in deployed areas around the globe, including Iraq and Afghanistan.

"The extension of our partnership with the U.S. Army, FMWR Command - and the thousands of troops who are able to enjoy Playaways each month - is very impactful to our entire organization," stated Mitch Kroll, co-founder and CEO of Findaway World. "We are extremely touched by the many ways in which our product impacts the lives of those serving our country every day."

Supplied to over 650 military units each month, Playaways are self-contained, battery-powered audio players that allow military personnel to enjoy audiobooks and language learning programs without any additional devices or power supplies. They do not require downloading or cumbersome CDs, increasing morale, decreasing stress and providing added recreational value in a hostile environment.

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. Learn more about Playaway at 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 its products at www.playaway.com.

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