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FOR IMMEDIATE RELEASE

FINDAWAY WORLD RECOGNIZED AS ONE OF THE FASTEST GROWING COMPANIES IN THE COUNTRY FOR 2nd CONSECUTIVE YEAR

Cleveland, OH – August 25, 2010 – Findaway World, the creators of Playaway®, is thrilled to announce that it has been nationally recognized for its success by *Inc.'s* 2010 prestigious 500|5000 listing of the fastest growing private companies in the nation for the second consecutive year.

This distinguished list ranks Solon-based Findaway in the Top 50 fastest growing consumer products companies in the country as well as one of the Top 5 fastest growing companies in Northeast Ohio.

“It is an honor to make *Inc.'s* list two years in a row,” stated Mitch Kroll, co-founder and CEO of Findaway World. “Our success is the result of an innovative product combined with a team of dedicated employees, collectively called ‘Findawayers,’ that share our company’s core values while moving the business forward every day.”

The success behind the company’s growth has been in the creation of a brand new digital content product, Playaway, that provides simple and immediate access to more than 12,000 audio entertainment, educational, and therapeutic titles that add value to listeners’ lives – from young learners in the classroom to troops serving on the front lines.

Findaway World brought its flagship product, Playaway, to market at the end of 2005. Since then, the company has experienced unprecedented growth with the adoption of its pre-loaded audio format in over 25,000 libraries and schools across North America as well as hundreds of military units around the world.

About Inc. 500|5000

The Inc. 500|5000 is ranked according to percentage revenue growth from 2005 through 2008. To qualify, companies must have been founded and generating revenue by the first week of 2005, and therefore able to show four full calendar years of sales. Additionally, they have to be U.S.-based, privately held, for profit, and independent. For more information, visit www.inc.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.

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.

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