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## U.S. ARMY FAMILY & MORALE WELFARE AND RECREATION COMMAND EXTENDS 3<sup>rd</sup> OPTION YEAR OF PLAYAWAY CONTRACT

**Cleveland, OH – May 1, 2011** – The United States Army, Family & Morale, Welfare and Recreation Command (FMWRC) has exercised the 3<sup>rd</sup> Option Year on its multi-million dollar contract with Findaway World, the creators of Playaway<sup>®</sup>, to provide pre-loaded digital audiobooks and language programs to troops serving in deployed areas around the globe, including Iraq and Afghanistan.

“We are immensely proud of the meaningful impact our products are having on our troops serving at bases around the world,” stated Mitch Kroll, co-founder and CEO of Findaway World. “The continued extension of this contract exemplifies our strong partnership in providing immediate access to quality content to thousands serving our country – near and abroad.”

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 Findaway World

Findaway World, creators of Playaway<sup>®</sup> and Playaway View<sup>™</sup>, is a private company based in Cleveland, Ohio dedicated to delivering simple and immediate access to digital content. To learn more about the company, its innovative products and Findaways visit [www.findawayworld.com](http://www.findawayworld.com).

### About Playaway

Playaway<sup>®</sup> is the simplest way to listen to digital audio content on the go. It comes with the audio content already pre-loaded on it and a standard AAA 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](http://www.playaway.com).