

FINDAWAY WORLD

FOR MORE INFORMATION CONTACT:

Jennifer Gorski (312) 245-9805

Jennifer@alpaytac.com

FOR IMMEDIATE RELEASE

**Launching in Libraries, the New Playaway View™ all-in-one Video Player
Thrills Kids, Parents, and Librarians Alike**

Cleveland, OH – May 16, 2011 – Combining education and entertainment, Playaway View™, the latest innovation from Findaway World, provides library patrons with a free, portable all-in-one video player. Launching May 16, 2011, Playaway View will be introduced in public libraries, which are one of the highest DVD circulators in the U.S. The pre-loaded video player provides libraries and their patrons access to multiple award-winning programs such as PBS KIDS, National Geographic, Sesame Street and TumbleBooks, among others. With Playaway View, libraries can provide their patrons with portable educational and entertaining content that was designed with libraries and kids in mind.

To ensure a successful launch, Playaway View was circulated and tested by 12 library trial locations across the country. After almost 2,500 circulations, the results exceeded expectations. Librarians loved the patron excitement and high circulation, while families loved the user-friendly experience, free check-out capability and wildly popular content available.

“Our patrons loved Playaway Views! Once we got them we could not keep them on the shelves; they were constantly checked out with several holds on each title!” said Linda Maola, Manager of Library Materials Services from Arapahoe Library District.

With 100 titles available on Playaway View for launch and more to come each month, libraries have an array of content to choose from and offer patrons. Each View is preloaded with a collection of stimulating content, so patrons can be entertained for hours at a time. A variety of appropriate videos, animated storybooks, and other popular video content is offered for pre-kindergarten through high school:

- Titles from Sesame Street and Weston Woods (pre-kindergarten) help build the foundation for learning.
- Early elementary titles (kindergarten through 4th grade) use Arthur, Super Why! and Dinosaur Train to teach valuable lessons in captivating ways.
- Tweens and teens (5th through 12th grade) can discover Shakespeare, US history, Greek mythology, and more through content providers such as National Geographic.

“It’s incredibly exciting to be launching a new product with libraries,” says Caroline Barni, Vice President of Marketing at Findaway World. “We know how important it is for all of us to support literacy and learning through both educational and entertainment vehicles and Playaway View is an innovative new addition to their children’s collection that will bring praise from both kids and parents alike.”

Weighing only 5.4 ounces, Playaway View is designed to be extra-durable and serves as a convenient, low-maintenance solution for librarians and patrons. The device comes with a one year warranty and a 3.5” full color LCD screen with a shatter-resistant acrylic cover. The built-in speaker makes sharing over six hours of content easy, while the headphone jack outlet offers a library/parent-friendly quiet option.

For more information on Playaway View, please visit www.playaway.com.

About Findaway World

Findaway World, creators of Playaway® and Playaway View™, 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 findawayers visit www.findawayworld.com.

About Playaway®

Playaway 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

About Playaway View™

Playaway View™ is the simplest way to enjoy digital video content on the go. It comes with the video content already pre-loaded on it and ready to play. Each Playaway View™ has a 3.5" full-color LCD screen, weighs just over 5 ounces and holds up to six hours of content. Learn more about Playaway View™ at www.playaway.com

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