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FOR IMMEDIATE RELEASE

**FINDAWAY WORLD RECOGNIZED AS ONE OF THE FASTEST GROWING
COMPANIES IN THE U.S. FOR 3RD CONSECUTIVE YEAR**

Cleveland, OH – August 23, 2011 – Findaway World, the creators of Playaway® and the newly-launched Playaway View®, is proud to announce that it has been nationally recognized for its success by *Inc.*'s 2011 prestigious 500|5000 listing of the fastest growing private companies in the nation for the third consecutive year.

Founded and based in Northeast Ohio, Findaway World brings simplicity to accessing content through its all-in-one audio and video players. Playaway and Playaway View can be checked out and over 25,000 libraries and schools across the country, and also serve military personnel serving at bases worldwide.

"We are thrilled and humbled to be recognized by *Inc.* magazine three years in a row," stated Mitch Kroll, co-founder and CEO of Findaway World. "This honor is truly a result of the efforts of every Findaway World associate, known as findawayers, as well as our passionate customers who inspire us to provide great products."

Findaway World launched its flagship Playaway audio product in 2005. Then, in May of 2011, did it again by launching the first-ever, pre-loaded video player and extending its mission of delivering simple and immediate access to content. To learn more, visit findawayworld.com.

About Inc. 500|5000

The Inc. 500|5000 is ranked according to percentage revenue growth from 2007 through 2010. To qualify, companies must have been founded and generating revenue by the first week of 2007, 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 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.

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