

MEDIA CONTACTS:

Caroline Barni, Playaway
E: cbarni@playawaydigital.com
P: 001 440 893 0808 x121

Nadia Boodram, Bite Communications
E: nadia.boodram@bitepr.com
P: +44 (0) 20 8834 3414

Playaway® Digital Audiobooks Debut in the UK

Pre-Loaded Playaway Audiobooks Write New Chapter in Convenience Versus Downloads, Cassettes and CDs

May 1, 2007— Findaway today announced its UK launch of Playaway®, the market's first pre-loaded digital audio player. Representing the next generation of audio books, each Playaway can store an entire book on a pre-loaded encoded chip, regardless of length. Each Playaway comes in an ultra-portable, two ounce pack that fits in your pocket or hangs around your neck, enabling people to enjoy their favorite books anywhere they go.



Playaway is perfect for people who enjoy hearing books come to life while traveling, commuting, or while carrying out daily tasks. Designed with ease of use, each Playaway uses clearly-marked buttons, which can adjust the speed of a narrator's voice and easily move both forward and backward through their audio selection. The unit even automatically bookmarks itself when turned off, so the listener does not lose his or her spot.

More than 50 Playaway titles will be available for the UK consumer debut on May 1st, with over 100 titles ready for the Summer holidays at www.playawaydigital.co.uk, including thrillers, classics, children's, language and reference books. Playaway is working with leading publishing partners in the UK, such as Random House, and has signed a major distributor to offer quality content and narration to both consumers and libraries across the country.

"Playaway offers our customers another way of consuming their favourite literature," said Fionnuala Duggan, Director, Random House Group Digital at Random House. "A new digital format also promises to bring in new readers, so we're glad to be part of this launch. Having seen the take-up in the US, we think there's a good opening for a simple audio player for books."

Each Playaway is packaged with ear buds, a lanyard and a standard AAA battery to allow for immediate listening. Additionally, it has a universal headphone jack that works with almost any type of headphone or mobility accessory. Playaway

is designed with simplicity in mind so anyone will be able to enjoy it and adapt it to their listening needs and desires.

“Audiobooks can be every bit as satisfying as their paper counterparts but are not nearly as simple to use. One book can demand a dozen or more CDs or cassettes with listening requiring a separate player. Moreover digital downloads are often confusing for people not confident with technology. Playaway has been designed to make portable digital content available in a simple and immediately usable format that fits into their life,” said Christopher Celeste, Founder and President, Findaway.

To protect the copyrighted works of authors and publishers, content on the Playaway cannot be modified or deleted. Playaway's reuse is no different from a hard cover book in that owners can put it aside for future re-reads or share it with others.



Pricing and Availability

Playaway is now available online at www.playawaydigital.co.uk. Playaway pricing is similar to CD alternatives and start £19.99 per Playaway.

About Findaway World

Findaway World, a privately held company based in Cleveland, Ohio, is dedicated to delivering simple and immediate access to content consumers want or need. Its latest product, Playaway, is the first digital audio player of its kind, coming pre-loaded with premier content from leading publishers, authors, record labels, and artists. Learn more about the company and the product at www.playawaydigital.co.uk.

#