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Leading Publishers Provide Content for Innovative Playaway Audio Book Launch

Premier titles will be available this holiday season on new digital audio book format

(CLEVELAND, OH) – Findaway World, producers of the first self-playing digital audio book, today announced agreements with several leading publishers and content owners, including HarperCollins Publishers, Simon & Schuster, Penton Overseas, Brilliance Audio and Time Warner to provide a wide range of content for the company's Playaway product.

“We believe the breadth of the publisher participation we are announcing today represents both enthusiasm for our Playaway product and a recognition of the need for continued innovation in the audio book category,” said Blake Squires, Findaway Founder and Chief Development Officer.

HarperCollins Audio Publisher, Ana Maria Alessi, echoed those comments. “HarperCollins has been committed to exploring innovative audio book applications that deliver value and convenience for our listeners; and we believe Playaway's simple, portable and immediately usable format will resonate with consumers.”

HarperCollins is among those who have taken advantage of Playaway's longer playing time and all-in-one design to create bundled titles from the same author on a single unit; including collections from C.S. Lewis and Roald Dahl.

Other publishers noted Playaway's potential to grow the category. “Playaway's simplicity and portability should help attract a broader and more demographically diverse audience to audio books,” said Chris Lynch, Executive Vice President and Publisher, Simon & Schuster Audio.

When the product hits retail shelves in October, the Playaway audio book collection will total more than forty titles, including several that were announced today, including:

- C.S. Lewis, THE CHRONICALS OF NARNIA, THE LION, THE WITCH AND THE WARDROBE

- Roald Dahl, CHARLIE AND THE CHOCOLATE FACTORY and CHARLIE AND THE GREAT GLASS ELEVATOR (bundled unit)
- Jack Welch, WINNING
- Robert T. Kiyosaki and Sharon L. Lechter C.P.A., RICH DAD, POOR DAD & RICH DAD PROPHECY
- Ben Mezrich, BUSTING VEGAS
- Rick Warren, THE PURPOSE DRIVEN LIFE
- Dan Brown, ANGELS AND DEMONS
- Doris Kearns Goodwin, TEAM OF RIVALS
- David McCullough, 1776
- Khaled Hosseini, KITE RUNNER
- Penton Overseas, SPANISH, GERMAN, FRENCH and ITALIAN Language

(A complete list of Playaway titles and authors is available from Findaway)

“Our goal at launch has always been to make a wide variety of the best and newest titles available for consumers to enjoy on Playaway,” said Christopher Celeste, Findaway Founder and President. “With today’s announcement, we will be able to do just that — offer great titles in categories including fiction and non-fiction bestsellers, business, and children’s classics.”

Designed in conjunction with IDEO, one of the industry’s leading product innovation firms, Playaway is smaller than a deck of cards, yet still packed with features. Playaway gives listeners the option of placing digital bookmarks and controlling the speed of a narrator’s voice, all while easily moving both forward and back through audio book selections that can range in length from six to twelve hours. Every player is packaged with earphones, a lanyard and a AAA battery to allow consumers to listen to their selection as soon as they are ready – eliminating the need to download from a PC or keep track of multiple cassettes or CDs.

In addition to today’s announcements, Findaway remains in discussions with several additional publishers and expects to add to its partners and available titles as Playaway’s much-anticipated debut approaches.

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Findaway World, a privately-held company based in Cleveland, Ohio, is dedicated to delivering innovative, easy-to-use digital audio products to consumers who need them. Their latest product, Playaway, is the first digital audio player of its kind, coming pre-loaded with premier content from leading publishers and authors. Learn more about the product and the company at www.playawaydigital.com and www.findawayworld.com.