



Inergize Digital Partners with Weather Central and AdPay, Offering a New Mobile App to Media Companies

*Inergize Digital is named as a Preferred Distributor and Service Provider for News Synergy,
a soon-to-be available mobile app for media companies*

BLOOMINGTON, MN – September 16, 2010 – Inergize Digital®, the leader in fully integrated digital management solutions that generate revenue for local media companies on-air, online and on mobile devices, today announced it has signed with Weather Central®, LLC and AdPay®, Inc. as a Preferred Distributor and the Service Provider for News Synergy™, the first mobile app creation solution that will empower media companies to offer sophisticated mobile apps to consumers, complete with self-serve advertising, Weather Central Interactive Radar™, integrated and searchable AdPay classifieds, as well as locally branded weather, news, sports, video and other information. Available for Apple® iPhone®, iPod touch®, iPad™ and Google Android™ mobile digital devices, News Synergy will be available in early fourth quarter 2010.

“We are pleased to add the News Synergy mobile app to our product portfolio with its 12 industry first offerings,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “In addition to selling this superior app to media companies, we will also leverage our experience with news, weather and directory apps to provide our industry-leading service and support to all News Synergy clients.”

“Media companies realize that a focus on locally branded and locally controlled apps is key to reach mobile success,” said Terry Casey, Vice President, Interactive at Weather Central. “Media companies will utilize the exceptional self-serve News Synergy Admin, developed in conjunction with Inergize Digital, to easily build native apps with their own branded, dynamically updated content. We will also leverage Inergize Digital’s media company experience in training our partners to ensure success in mobile app creation and monetization.”

“Inergize Digital, Weather Central and AdPay all have primary strengths providing superior products and services to media companies,” said Michael Heene, President and Chief Executive Officer at AdPay. “This consortium brings together the leaders in technology, weather and classifieds to offer the industry’s most comprehensive and compelling mobile offering – all at a price that reflects today’s economic climate.”

News Synergy will be available to media companies and other information publishers in early fourth quarter 2010. Pricing structures vary by market size and premium options selected. For more information or to contact a sales representative, please visit www.newssynergy.com.

About Inergize Digital

Inergize Digital is the leader in fully integrated digital management solutions that generate revenue for media companies on-air, online and on mobile devices. For more than eight years, Inergize Digital has done more for media companies by building their brands, generating revenue and positioning client websites as the number one source of local information.

The Inergize Web CMS™ laid the foundation for some of the most popular media websites; the Seek it Local® online search directory was the industry's first to integrate online, on-air and mobile revenue; and Inergize Mobile™ offers the industry's leading solutions that distribute content to mobile devices.

Small, medium and large media companies turn to Inergize Digital to do more for their local businesses, including Catamount Broadcasting Group, Fisher Communications, Gray Television, Newport Television, New Vision Television Group, Schurz Communications and more.

For more information, please visit www.inergizedigital.com or call (952) 460-7600.

About Weather Central

Weather Central, LLC is a leading provider of personalized weather and traffic solutions to media and consumers. Weather Central's patented technologies provide users with hyper-local weather alerts and forecasts, and personalized weather and traffic information. We deliver weather and traffic online, to mobile devices, and to broadcasters worldwide. View more at [.wxc.com](http://wxc.com).

About AdPay

AdPay, Inc. is the leading provider of online classified e-commerce solutions to the media industry. The AdPay Classified Network is the media industry's largest and fastest-growing classified network covering over 64 of the top 100 DMAs. AdPay customers include but are not limited to: Advance Internet, Belo Interactive, Cablevision, E.W. Scripps, Gannett, Media General, Morris Communications, Newport Television, The New York Times Company, Raycom, and many independent newspapers including Sun-Times Media, Journal Communications, Minneapolis Star-Tribune, St. Petersburg Times and the San Diego Union-Tribune. For more information, go to [.adpay.com](http://adpay.com).

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Press Contact:

Amie Hoffner
Inergize Digital
(952) 460-7620
ahoffner (at) inergizedigital (dot) com