



Inergize Digital Renews New Vision Television and Signs New Deal

*New Vision Television renews its stations to a multi-year contract for the Inergize Web CMS;
New Vision Television station WIAT-TV signs for Seek it Local*

BLOOMINGTON, MN – November 4, 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 renewed a multi-year contract with all 13 New Vision Television stations for its Inergize Web CMS™, as well as reached a new multi-year deal with New Vision Television station WIAT-TV in Birmingham, Alabama, DMA 40 for its Seek it Local® hyperlocal business directory.

“New Vision Television is among the few television broadcast ownership groups that truly understands the value of an integrated digital strategy,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “The group leverages both the Inergize Web CMS and Inergize Mobile™ and has started picking up Seek it Local in select markets to integrate product offerings for improved efficiency and productivity, offer complete digital offerings to advertisers and generate more digital revenue than competing solutions.”

“We have utilized all of the top CMS providers in the broadcast industry and have found that Inergize Digital offers the best-in-class solution,” said Dennis Elkin, Corporate Director Interactive Media at New Vision Television. “Inergize Digital has performed so well with our primary station websites and in our initial test with Seek it Local at our Honolulu station KHON-TV, that we have now also signed WIAT-TV to Seek it Local to reach further success for our stations, advertisers and consumers.”

About Inergize Web CMS

The Inergize Web CMS is a comprehensive platform that simplifies website management for beginners and provides the flexibility advanced users seek – all while maximizing return on investment for local media companies.

The fully integrated platform includes ad management, video publishing, e-mail and syndication delivery, mobile distribution with WAP sites and integrated SMS, user generated content, weather management, games and contests, e-commerce, comprehensive content from a dedicated news team and more opportunities to maximize revenue than competing platforms.

The Inergize Digital Web CMS leads the industry in technology innovation by employing robust performance features that increase productivity such as one-touch publishing, and a proven integration strategy that mitigates risk when migrating websites. Local media companies also experience more local and national advertising opportunities, advanced search engine optimization and industry-leading client support.

About Seek it Local

Seek it Local is the leading, market-exclusive hyperlocal business search directory that generates revenue on-air, online and on mobile devices for local media companies – all while offering a valuable marketing tool to local businesses.

Leveraging the power of local media brands, Inergize Digital creates locally branded Seek it Local websites that capture revenue by encouraging consumers to buy from local businesses listed in the Seek it Local directory. Local media companies gain the advantage of a nationally recognized Seek it Local brand coupled with locally branded on-air promotion.

With a proven five-year track record of sales success, Seek it Local employs on-site sales training, an on-site sales event, Seek it Local Direct Buy™, Best of Seek it Local Awards™ and a Seek it Local mobile app to build better relationships with current advertisers, build new business relationships, increase brand recognition, improve organic search engine ranking and generate more revenue.

About Inergize Digital

Inergize Digital is the leader in fully integrated digital management solutions that generate revenue for local media companies on-air, online and on mobile devices. For more than eight years, Inergize Digital has done more for local 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 local 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.

© 2010 Inergize Digital. All rights reserved. Inergize Digital, Inergize Mobile, Inergize Web CMS, Seek it Local, Seek it Local Direct Buy, Best of Seek it Local Awards and the Inergize Digital logo are trademarks or registered trademarks of Newport Television and/or Inergize Digital. All other product, font and company names and logos are trademarks or registered trademarks of their respective companies.

###

Press Contact:

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