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FOR IMMEDIATE RELEASE

PLAYAWAY PARTNERS WITH VET TECHNOLOGIES TO PROVIDE AUDIO TRAINING AND EDUCATIONAL PROGRAMS FOR VETERANS *Ready-to-Play Format Makes the Rank with Proven Military Success*

Cleveland, OH – January 30, 2009 – Findaway World, the creators of Playaway®, is pleased to announce its recent partnership with VET Technologies, a Service-Disabled, Veteran-Owned Small Business (SDVOSB) that provides training and education products and services to government and military sectors, with specific focus on the concerns of Veterans

With its expertise and existing lines of business into the US Department of Veterans Affairs, VET Technologies has selected Playaway as its format of choice for delivering audio programs as part of its overall educational and training offerings.

“Playaway has proven success in serving the needs of our service men and women in active duty through the Department of Defense’s MWR and FMWR programs,” states Joseph Garisek, president of VET Technologies. “We are confident that Playaway’s format will be successful in meeting the needs for similar programs with our nation’s Veterans.”

As the first pre-loaded audio player, Playaway brings content to life at the push of a button. Audio content and digital technology are now merged into a single-player format, allowing Playaway to fit listeners’ lifestyles and working environments in a way CDs, cassettes and downloads cannot match.

“Playaways give Soldiers an opportunity to escape, relax, and re-charge by listening to a book when there are few other recreational opportunities available, stated Major General John MacDonald, Commanding General, Family and Morale, Welfare and Recreation Command. “We have received numerous emails and letters from Soldiers in OIF/OEF expressing their delight with Playaways. They are extremely popular and a tremendous morale booster.”

Because of Playaway’s simple and ultra-portable format, delivering audio training programs has never been easier, or more cost effective. Playaway’s offerings leverage both existing and unique audio content - from thousands of popular audiobook selections to custom content delivery, including individual training and education programs.

“Playaway’s ability to provide immediate access to content adds value to a variety of listeners and learners,” says Blake Squires, founder of Findaway World. “We are thrilled to be partnering with VET Technologies to expand the success of our current military programs through recreational and educational programs for Soldiers and Veterans.”

About VET Technologies

VET Technologies specializes in the development and manufacture of audio, video, e-learning and personal training methods, devices and content in support of our nation’s Active Duty, National Guard and Reserve personnel – and all veterans who have proudly worn our Country’s uniform in war and peace.

VET Technologies works in partnership with U.S. Department of Defense and the Department of Veterans Affairs to ensure that the training support material provided is specifically designed and thoughtfully adapted to suit the military educational requirements unique to each one of

our Nation's Armed Services. VET Technologies is a Service-Disabled, Veteran-Owned Small Business (SDVOSB). To learn more, visit www.vettechnologies.com

About the Playaway Format

Playaway is the simplest way to listen to digital content on the go. It comes with the audio content already pre-loaded on it and a battery to make it play. Simply plug in earbuds and enjoy. Each Playaway weighs only two ounces and has a universal jack. Learn more about Playaway at www.playaway.com.

Playaway is made possible by Findaway World

Findaway World, a privately held company based in Cleveland, OH, is dedicated to delivering simple and immediate access to content listeners want or need. Their flagship product, Playaway, is the first audio player of its kind, coming pre-loaded with premier content from leading publishers or custom content for specific audio training and education needs. Learn more about the company and product at www.playaway.com.

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