



Inergize Digital Selects Syndicaster as its Preferred Video Platform

Inergize Digital has integrated the Syndicaster video platform in its Inergize Web CMS, offering media companies a complete content and video management solution

BLOOMINGTON, MN – September 24, 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 that it has selected Syndicaster, the only end-to-end web-based platform for midstream capture and creation of video clips that empowers media companies to leverage their video assets online, as its preferred video platform. Inergize Digital has integrated the Syndicaster video platform in its Inergize Web CMS™, providing clients a single access point to publish video assets to mobile WAP, mobile app and e-mail platforms. Additionally, the Inergize Web CMS will be the media industry's first CMS platform to integrate the new Syndicaster live streaming technology that streams live audio and video online and on mobile devices.

Inergize Digital began selling the Syndicaster video platform at the National Association of Broadcasters Small Market Television Exchange (NAB SMTE) taking place September 23-25, 2010 at the Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch in Scottsdale, Arizona. Inergize Digital is located in booth 19.

“We are pleased to integrate the Syndicaster video platform in the Inergize Web CMS, making it our preferred video offering to media clients,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “With Syndicaster, media companies can quickly and easily move their video assets online and to mobile devices using the latest technologies available – all while achieving significant operational efficiencies and cost reductions.”

“Inergize Digital has a great reputation as an industry leader for technology innovation,” said Sean Morgan, CEO of Critical Media. “Inergize Digital is known for consistently pushing the envelope on innovation, so as a pioneer in the industry we match up well and are excited to have been selected as their preferred video platform. Already, integration has been a snap, and we are looking forward to transitioning Inergize Digital clients in the coming months.”

Inergize Digital will transition 31 Newport Television websites to Syndicaster in fourth quarter 2010. More Inergize Digital clients will make the transition to the video platform in 2010 and 2011.

About Syndicaster

Syndicaster is the broadcast-to-online video technology solution for media companies. Marketed by Critical Media, a developer of end-to-end digital video solutions to capture, monetize, distribute and syndicate content online, Syndicaster helps broadcasters, newspapers, corporations and other content owners generate incremental online revenues and extend their brands online. The platform allows users to remotely create, edit and distribute – from any browser – video clips within moments of air-time or on location filming, to generate searchable video content for their websites. The service is now also leveraged by publishers and other companies to allow them to aggregate video across their networks, users, constituencies and members into one centralized platform to curate, edit, publish, syndicate and distribute video – putting their video to work. More information on Syndicaster can be found at <http://www.syndicaster.tv>.

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.

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