



Inergize Digital Signs KHON-TV to Seek it Local, the Hyperlocal Business Directory

KHON2 Seek it Local launches in Hawaii, generating more than \$600,000 in revenue

BLOOMINGTON, MN – July 7, 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 KHON-TV in Honolulu, Hawaii, DMA 71, to Seek it Local®, the market-exclusive hyperlocal business 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. The KHON2 Seek it Local website generated more than \$600,000 in revenue.

“We decided to test the integrated approach Seek it Local offers with a sales event strategy using on-air, online and mobile distribution and promotion,” said Dennis Elkin, Corporate Director of Interactive Media at New Vision Television. “When compared to competing systems, we found significantly greater performance with Seek it Local utilizing both the sales training from Inergize Digital and the sales event strategy.”

“Increasing digital revenue has been a key focus at KHON-TV,” said Joe McNamara, Vice President and General Manager at KHON-TV. “At the Seek it Local Sales Event™, we were able to close 30 local businesses and have 20 local businesses pending. Closing \$600,000 puts us on track to meet our digital revenue goals, and closing pending and new Seek it Local contracts throughout 2010 will help us exceed our digital revenue goals – all in one solution.”

“We’re pleased to help KHON-TV reach digital sales success with Seek it Local,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “The station has significantly increased digital revenue and we’re certain KHON-TV will reach continued sales growth throughout the year. We have several clients reaching more than one million dollars in revenue annually, and we’re certain KHON-TV can expect that same level of success in coming years.”

KHON2 Seek it Local is immediately available at www.khon2.com/seekitlocal. New Vision Television plans to introduce Seek it Local in additional markets moving forward.

About Seek it Local

Seek it Local is the leading, market-exclusive local 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™ and Best of Seek it Local Awards™ 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.

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