



Inergize Digital Introduces API Platform for the Inergize Web CMS

New API Platform provides Inergize Web CMS clients complete flexibility when adding RSS feed content to local media Web sites

BLOOMINGTON, MN – April 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 introduced an API platform for the Inergize Web CMS™. The new API platform provides Inergize Web CMS clients increased flexibility by distributing and publishing content to local media Web sites. Inergize Web CMS clients can import, update and delete content through a programmatic interface integrated in the News Manager.

Inergize Digital will present the API during the NAB Show 2010 in Las Vegas, Nevada, April 12-15 in private meeting rooms. Current and potential clients may contact Inergize Digital to [schedule a meeting](#).

“As local media companies continue to downsize, many require increased flexibility to manage and publish Web site content with fewer resources,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “Our clients can now extend the Inergize Digital Web CMS to enhance their local Web sites by automatically adding licensed content with management controls, ensuring only relevant and compelling content is distributed. Inergize Web CMS clients will experience increased time spent on site with greater depth and breadth of content, and reduced cost structures resulting from improved staff productivity.”

The API platform is immediately available to Inergize Web CMS clients.

About Inergize Web CMS

The Inergize Web CMS is a comprehensive platform that simplifies Web site 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 Web sites. Local media companies also experience more local and national advertising opportunities, advanced search engine optimization and industry-leading client support.

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 Web sites as the number one source of local information.

The Inergize Web CMS laid the foundation for some of the most popular local media Web sites; 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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