



Inergize Digital and Newport Television Redesign Station Websites, Increasing Visits and Page Views

Redesigned station websites improve consumer experience, grow consumer engagement, offer new content sections and increase advertiser visibility

BLOOMINGTON, MN – April 28, 2011 – Inergize Digital®, the leader in fully integrated digital management solutions that generate revenue for local media companies on-air, online and on mobile devices, and Newport Television, one of the largest, privately held broadcast holding companies in the United States, today announced they have launched redesigned websites for Newport Television’s 50 stations, increasing visits 41 percent and page views 13 percent.

“Newport Television has leveraged Inergize Digital and its Inergize Web CMS™ to lead the broadcast industry in visits, page views and time spent,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “Newport Television’s award-winning websites have been market leaders in the past, and with the new redesign, the websites are even stronger market leaders. We’re certain the website redesigns will lead to even more regional and national website awards for Newport Television stations.”

“After launching the redesigned websites five months ago, our station websites have increased in visits and page views, but the larger story is that we’ve also improved the consumer and advertiser experience,” said Joe Rooney, Director of Interactive and Online Content at Newport Television. “With leadership, counsel and support from Inergize Digital, we conceived and launched best-in-class websites that position our stations as local news leaders, engage consumers and generate more revenue with increased advertiser visibility.”

The redesigned Newport Television websites are now available to the public. For a complete list of Newport Television station websites, please visit www.newporttv.com.

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 Newport Television

Newport Television is a television broadcast company headquartered in Kansas City, Missouri. The company owns or provides services to 50 television stations in 22 markets across the country in addition to Inergize Digital, the leader in fully integrated digital management solutions that generate revenue for local media companies on-air, online and on mobile devices. For more information, visit www.newporttv.com.

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 nine years, Inergize Digital has done more for local media companies by building their brands, generating revenue and positioning client websites and mobile apps 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® business 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 Calkins Media, Catamount Broadcasting Group, Fisher Communications, 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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