



Inergize Digital Enhances Seek it Local with the All-New Best of Awards, E-Commerce Solution and Mobile App

Seek it Local search directory integrates Best of Seek it Local Awards, Seek it Local Direct Buy and the Seek it Local mobile app to offer compelling community building, brand extension and revenue opportunities for local media companies

BLOOMINGTON, MN – April 9, 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 enhanced Seek it Local®, the leading market-exclusive online search directory, with the new Best of Seek it Local Awards™, Seek it Local Direct Buy™ and the Seek it Local mobile app.

Inergize Digital will demonstrate the enhanced Seek it Local during the NAB Show 2010 in Las Vegas, Nevada, April 12-15 in private meeting rooms. Current and prospective clients may contact Inergize Digital to [schedule a meeting](#).

“Seek it Local is now the most compelling all-in-one directory offering for local media companies,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “Never before have local media companies harnessed the power of an online directory, sales event and training, best of awards, e-commerce solution and a mobile app in a single online directory solution – all while building community, extending the local brand and generating revenue anytime, anywhere.”

Best of Seek it Local Awards

The Best of Seek it Local Awards recognize local businesses that are the best in their market. Consumers who know the city best share their insight by voting, rating and posting comments about their favorite local businesses on locally branded Seek it Local Web sites.

Local media companies benefit from the turn-key offering with customized promotions, award plaques, decals and marketing materials to drive awareness, while building community and advertiser relationships, and engaging consumers and local businesses on-air, online and on mobile devices.

Seek it Local Direct Buy

The Seek it Local Direct Buy e-commerce solution provides paid online business listings to local businesses. The tiered listing offerings can be sold direct from local media companies, local businesses can buy direct on locally branded Seek it Local Web sites making it easy for local media companies to capture revenue without sales team support, and Seek it Local is the first to offer locally controlled telemarketing sales.

Seek it Local Mobile App

Seek it Local is the industry’s first online directory to offer a locally branded mobile app for Apple® iPhone®, iPod touch®, iPad™, and the Google™ Android™ mobile technology platform. Consumers will find the best local businesses, while local media companies extend their brand and capture revenue anytime, anywhere.

Pricing and Availability

The Best of Seek it Local Awards are immediately available to Seek it Local clients at no additional cost. Seek it Local Direct Buy is available to Seek it Local clients on a revenue share model. The Seek it Local mobile app will be available in mid-May 2010 at no additional cost.

About Seek it Local

Seek it Local is the leading, market-exclusive online 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 Web sites 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 and an on-site sales event 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 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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