



Inergize Digital Signs Intermountain West Communications Company to the Inergize Web CMS and News Synergy Mobile App

Intermountain West Communications Company launches new websites for its NBC-affiliate television stations, KSNV-TV, KENV-TV, KPVI-TV and KRNV-TV with mobile apps to follow

BLOOMINGTON, MN – August 24, 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, today announced it has signed a multi-year deal with Intermountain West Communications Company for its Inergize Web CMS™ and News Synergy™ mobile app. Intermountain West Communications Company stations include KSNV-TV in Las Vegas, Nevada at www.mynews3.com; KENV-TV in Elko, Nevada at www.kenvtv.com; KPVI-TV in Idaho Falls-Pocatello, Idaho at www.kpvi.com; and KRNV-TV in Reno, Nevada at www.mynews4.com.

“Intermountain West Communications Company conducted a thorough analysis of CMS and mobile app providers, and their selection of Inergize Digital hinged on our three-screen strategy and complete integration cross-platform,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “Now that their websites are available to the public and mobile apps are in development, we will focus our time supporting their digital strategies with increased efficiencies, productivity, brand extension and revenue.”

“When evaluating digital providers, we realized freedom and flexibility were required to reach future success on web and mobile platforms,” said Shawna Brown, Manager of Digital Media at Intermountain West Communications Company. “Inergize Digital provided more freedom and flexibility for customization, and while we had heard of their superior client support, we discovered in the build process that their level of support is beyond impressive. I believe they have the best client and sales support in the business.”

“Our new website is content rich and easy to navigate,” said Lisa Howfield, Vice President and General Manager at KSNV-TV. “Early consumer reviews of our new website are fantastic. Internally, our staff can now function more efficiently, which provides greater opportunities for expanded coverage, improved consumer engagement and increased revenue.”

Availability

Intermountain West Communications Company websites on the Inergize Web CMS are now available online. News Synergy mobile apps for KSNV-TV, KPVI-TV and KRNV-TV will be available in coming weeks.

About Intermountain West Communications Company

Intermountain West Communications Company, formerly Sunbelt Communications Company, owns and operates 10 television stations (nine NBC and one FOX affiliates) in Nevada, Arizona, Idaho, Montana and Wyoming.

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 leading sources of local information.

The Inergize Web CMS laid the foundation for some of the most popular local media websites; the Seek it Local® hyperlocal business directory was the industry's first to integrate online, on-air and mobile revenue; and Inergize Mobile™ includes a tier one SMS platform and the industry's leading News Synergy mobile app.

Small, medium and large local media companies turn to Inergize Digital to do more for their 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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