



Inergize Digital Signs Calkins Media; Increases Page Views and Time Spent

Calkins Media launches new websites for its three ABC television stations, WWSB-TV, WTXL-TV and WAAY-TV, increasing page views as much as 365 percent and time spent 87 percent

BLOOMINGTON, MN – March 1, 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 Calkins Media, Incorporated television stations for its Inergize Web CMS™. Leveraging the Inergize Web CMS, the new Calkins Media websites have increased page views by as much as 365 percent and time spent by 87 percent. Calkins Media websites include WWSB-TV, DMA 14 in Sarasota/Tampa/St. Petersburg, Florida at www.mysuncoast.com; WTXL-TV, DMA 105 in Tallahassee, Florida at www.wtxl.tv; and WAAY-TV, DMA 79 in Huntsville, Alabama at www.waaytv.com.

“When transitioning stations from competing CMS platforms to the Inergize Web CMS, our clients have benefitted from significantly increased website traffic and time spent,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “Of the previous 11 stations that we have flipped, our clients have witnessed traffic increases of 62 to 908 percent and time spent increases from 70 to 781 percent year over year. Calkins Media television stations are yet another example of how Inergize Digital can support consumer engagement and thereby increase digital revenue.”

“In just a few short months with Inergize Digital, our websites have improved dramatically when compared to our previous provider,” said Jason Wildenstein, Interactive Operations Director Broadcast Division at Calkins Media. “Visits, page views and time spent are higher than expected and we anticipate that our sites will continue to grow. We have already experienced significant increases in advertising and e-commerce revenue, and we plan to intensify our focus on generating digital revenue throughout the year.”

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 Calkins Media

Calkins Media is a family-owned, privately-held corporation. The corporation owns three ABC-affiliate television stations in Florida and Alabama, six daily newspapers in Pennsylvania and New Jersey, two weekly newspapers in Pennsylvania and Florida, and a Philadelphia/New Jersey-based interactive media company.

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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