



Inergize Digital® and DoApp® Reach 50 Mobile Local News™ iPhone™ and iPod touch® Apps in the Apple® App Store

Mobile Local News dominates the competition with nearly double the number of apps in the Apple App Store two months following its launch

MINNEAPOLIS, MN – July 23, 2009 – Inergize Digital® and DoApp® Inc. today announced that two months following the launch of Mobile Local News™ there are now 50 Mobile Local News apps live in the Apple® App Store, nearly doubling the competition. Mobile Local News is an iPhone™ and iPod® touch app that distributes locally branded news, weather, sports, politics and entertainment to consumer iPhone and iPod touch mobile digital devices. Television and radio stations, magazines, newspapers and other information publishers deploy Mobile Local News to provide text, images, photos and videos to iPhone and iPod touch users, while leveraging valuable revenue generating opportunities.

“We’re pleased local media companies have responded favorably to Mobile Local News,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “We now have local media companies distributing news content to their markets, while generating revenue that is much needed in today’s business environment. With Mobile Local News, local media companies can sell category, story and video ads locally for maximum revenue or collect backfill revenue with little to no station effort – all an industry first for mobile monetization.”

“The swift adoption of Mobile Local News by local media companies is a testament to its ease of implementation, unrivaled flexibility and superior performance,” said Wade Beavers, Chief Executive Officer at DoApp. “We’ve made every effort to ensure local media companies are quick to market with a best-in-class solution that keeps consumers coming back for more news, weather, sports and entertainment on-the-go.”

Pricing and Availability

Mobile Local News is immediately available to television and radio stations, magazines, newspapers and other information publishers on a licensing structure and/or revenue share basis.

Mobile Local News is immediately available to consumers for both the iPhone and iPod touch on the Apple App Store at no cost.

Local media companies offering Mobile Local News apps include Bay City Television, Fisher Communications, Gray Television, Newport Television, New Vision Television and Schurz Communications, among others.

About Mobile Local News

Mobile Local News is the complete mobile distribution solution for local media companies. With a fully customizable user interface; industry-leading navigation technology; video playback in EDGE, 3G and WiFi networks; geo-location based weather and advertising; superior content coverage; and one-click sharing by text message, e-mail, Twitter and Facebook®, Mobile Local News is uniquely positioned to keep consumers engaged anywhere at any time with complete monetization for local media companies. To learn more about Mobile Local News, visit www.mobilelocalnews.com.

About Inergize Digital

Inergize Digital is the leader in fully integrated digital management solutions that generate revenue for local media companies. The Company's Content Management System leverages the power of video, mobile distribution, e-mail and syndication delivery, online directories as well as advertising leadership in contests and gaming to create profitable Web sites and campaigns for local television, radio, newspaper, magazine and other media companies. E.W. Scripps, Four Points Media, Liberty Media, Newport Television and New Vision Television Group, among others, rely on Inergize Digital to position their Web sites as the number one source of local information.

For more information, visit www.inergizedigital.com or call (952) 417-3294.

About DoApp

DoApp Inc. (www.doapps.com) is a development company of both consumer and business applications (apps) for Web sites, desktops and mobile devices. The Company focuses on making apps "cool" and easy-to-use. The DoApp product portfolio encompasses mobile entertainment, productivity apps and lifestyle apps. The Company is based out of Minnesota with teams in Rochester and Minneapolis. DoApp Inc. is an approved member of the Apple iPhone developer program. Their application portfolio included two applications that made Apple's 2008 list of most popular applications.

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