



## **Inergize Digital® Secures Deal with New Vision Television Group**

*Inergize Digital provides its fully integrated Web site Content Management System delivering superior content, mobile and e-mail delivery, e-commerce, syndication and contest gaming services*

MINNEAPOLIS, MN – March 12, 2009 – Inergize Digital® today announced New Vision Television Group has selected its Content Management System (CMS) for use across all 15 of its member station Web sites. The digital management solution will provide fully integrated content streams, advanced mobile and e-mail delivery, e-commerce, syndication and contest and gaming services – all of which include video, audio and image management.

“We are excited New Vision Television Group has tapped Inergize Digital as the service provider for the company’s web-based initiatives,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “With the fully integrated Inergize Digital CMS, we continue to lead the industry in technology, innovation, monetization and advanced knowledge of the media and entertainment landscape, making this partnership a natural fit.”

“To streamline and optimize our operations, we selected Inergize Digital to move all of our station Web sites to their superior CMS,” said Dennis Elkin, Director of New Media Sales Development at New Vision Television Group. “We also put the needs of our viewers and readers first by providing superior content, mobile delivery and contest and gaming services, creating a fully integrated solution for our consumers. In fact, consumers can now upload videos and photos to our station sites reporting news as it happens.”

Inergize Digital is the service provider for the following New Vision Television Group Web sites:

KOIN/KBNZ	Portland, OR	CBS	koinlocal6.com
WIAT	Birmingham, AL	CBS	cbs42.com
KSNW	Wichita, KS	NBC	ksn.com
KHON	Honolulu, HI	FOX	khon2.com
WJCL/WTGS	Savannah, GA	ABC/FOX	thecoastalsource.com
WKBN	Youngstown, OH	CBS	wkbn.com
WYFX	Youngstown, OH	FOX	foxyoungstown.com
WYTV	Youngstown, OH	ABC	wytv.com
My Valley Weather	Youngstown, OH		myvalleyweather.com
My Valley Sports	Youngstown, OH		myvalleysports.com
KSNT/KTMJ	Topeka, KS	NBC/FOX	ksnt.com
KIMT	Mason City, IA	CBS	kimt.com

Inergize Digital has launched 13 New Vision Television Group member station Web sites with its CMS. KSNW and KHON Web sites will launch in Q2 2009.

### **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, 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](http://www.inergizedigital.com), call (952) 417-3294 or e-mail sales at [inergizedigital dot com](mailto:inergizedigital.com).

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