



## **Inergize Digital and Adpay Introduce the News Synergy Deals Mobile App for Local Media Companies**

*The News Synergy Deals mobile app distributes local coupons, discounts and deals to consumers; local media companies generate digital revenue with local branding and control*

BLOOMINGTON, MN and DENVER, CO – September 14, 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 and Adpay®, the leading provider of online and print classified solutions to the media industry, today announced News Synergy Deals™, the industry’s first media-defined geo-fenced mobile app that delivers local coupons, discounts and deals to Apple® iPhone®, iPod touch®, iPad® and Google™ Android™ mobile digital devices.

“Coupons, discounts and deals are among the fastest growing segments with consumers,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “With News Synergy Deals and its patent-pending geo-fencing technology, local media companies can finally control their brands, build their consumer database and generate valuable deals revenue. We expect that local media companies will generate anywhere from \$197,100 to \$1.3 million dollars annually, while offering a great product to local businesses and consumers.”

“This is an exceptional opportunity to help our newspaper partners migrate deals revenues to mobile,” said Mike Heene, President and CEO at Adpay, Inc. “The local targeting in News Synergy Deals benefits advertisers, and the geo-location puts the right coupons in the hands of active buyers. Newspapers have their feet on the street to sell deals, and News Synergy Deals offers them the easiest way to make this happen.”

News Synergy Deals includes the following features and functionality:

### Patent-pending Technology

News Synergy Deals employs patent-pending technology that enables local media companies to geo-fence coupons, discounts and deals by neighborhood, population density and market wide. Categories and subcategories are defined and controlled by the local media company, making it easy to target any business type at any time for increased revenue and consumer engagement. Local media companies can also offer day parting to local restaurants for breakfast, lunch and dinner specials or change the deal after reaching maximum exposure.

### Locally Branded & Locally Controlled

News Synergy Deals mobile apps are submitted under the local media company’s developer accounts in the Apple App Store<sup>SM</sup> and Android Market™, making it easy for the local media company to manage the app and control consumer communication. All apps are branded with the local media company logo only for increased brand extension.

The local media company leverages the News Synergy Deals Admin to set up, customize and control the app. The local media company can either manage all advertisers’ apps or provide advertisers account access to upload, manage and measure their ads directly in the News Synergy Deals Admin. With account access, advertisers can view reports by date range, date mode, mobile platform, category and deal with grouping options.

### Easy Management

News Synergy Deals distributes coupons, discounts and deals to consumers based on their selected locations. With no credit card transaction required, management is a breeze. Coupons, discounts and deals are offered by local businesses that consumers can easily show in-store to redeem, providing an environmentally friendly solution to printing and clipping.

To reach nearly all mobile consumers, News Synergy Deals includes mobile websites optimized for the latest HTML5-enabled browsers as well as widgets to offer coupons, discounts and deals on primary websites. Unlike competing systems that require local media companies to relinquish consumer contact lists to build a third party's database, News Synergy Deals clients control and grow their consumer contact lists for maximum impact and value.

News Synergy Deals can be implemented as standalone apps or integrated in News Synergy news, weather, sports and event apps, making it easy for local media companies to select the execution that supports their digital strategy.

### Mobile Monetization

Mobile monetization opportunities with News Synergy Deals are dependent on the number of categories, subcategories and regions offered by the local media company and market size. Local media companies in small markets that offer three deals per category, six categories and 10 sellable regions at \$3.00 per day could generate \$197,100 in annual gross revenue. Local media companies in large markets could generate \$1.3 million in annual gross revenue with three deals per category, six categories and 40 sellable regions.

### **Pricing and Availability**

News Synergy Deals is immediately available to television and radio stations, newspapers, magazines and online information publishers on a licensing structure.

### **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™ and News Synergy Deals mobile apps.

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](http://www.inergizedigital.com) or call (952) 460-7600.

### **About Adpay**

Adpay, Inc. is a leading provider of online solutions to the media industry. Adpay's patented technologies deliver web and mobile solutions that unify print and online classifieds into a single, dynamic transactional classified marketplace. The Adpay Classified Network is the media industry's largest and fastest growing classified network. Adpay customers include many of the nation's largest media groups including, but not limited to: Advance Internet, Dow Jones Local Media Group, The E.W. Scripps Company, Belo Interactive Group, Cablevision Systems Corporation, Gannett Co. Inc., Morris Communications, Media General, Newport Television and Sun-Times Media Group. For more information, go to [www.adpay.com](http://www.adpay.com).

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