



News Synergy Mobile App Partners Sign 11 New Media Companies

News Synergy provides television, newspaper and radio properties the only mobile app solution that fully leverages the local brand, maintains local control and delivers local and national revenue

MADISON, WI; DENVER, CO; and BLOOMINGTON, MN; – April 7, 2011 –Weather Central®, the leading provider of state-of-the-art broadcast weather, news, traffic, and sports solutions; AdPay®, the leading provider of online and print classified solutions to the media industry; and 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 that News Synergy™, the industry’s leading mobile app that distributes locally branded content to mobile devices, is now licensed by 11 new media companies, bringing the total number of News Synergy mobile apps to 144.

News Synergy will be on display at NAB 2011, April 11-14, in the Weather Central booth (SU7502) at the Las Vegas Convention Center.

“We are extremely pleased with the rapid News Synergy growth since its launch just a couple of months ago,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “It simply goes to show that more media companies are realizing the extraordinary benefits of implementing a locally branded and locally controlled mobile app from providers who understand that continued product innovation is a key to fulfilling their digital strategies.”

“As mobile devices claim an increasing amount of viewers’ attention, it is vital that broadcasters stay relevant by offering their audience compelling mobile experiences,” said Terry Casey, Weather Central’s Vice President for Interactive. “Forward-thinking broadcasters realize this and that is why many are turning to the advanced News Synergy mobile platform to gain complete control over their mobile brand while delivering an information- and service-rich mobile service to their consumers.”

New clients include:

- Catamount Broadcasting – KHSL-TV
- Fisher Communications – KATU-TV, KBAK-TV, KOMO-TV, KPLZ-FM, KVAL-TV
- Jackson Broadcasting – WDBD-TV
- Louisiana Media Company – WVUE-TV
- Morris Multimedia – WCBI-TV
- Morris Publishing Group – Brainerd Dispatch newspaper, Augusta Golf app
- Quincy Newspapers – WKOW-TV
- Ramar Communications – KJTV-TV, KTTU-FM, KXTQ-FM
- Red River Broadcasting – KQDS-TV
- Saga Broadcasting, LLC – KAVU-TV
- Schurz Communications – KTUU-TV

Mobile apps for the Morris Publishing Group are now available in the Apple App Store and Android Market. All additional mobile apps will be available in coming months.

About News Synergy

Offered by Weather Central, AdPay and Inergize Digital, News Synergy is the industry's leading mobile app that distributes locally branded content to mobile devices. The complete mobile distribution solution utilizes a locally branded interface to distribute news, weather, sports, politics, entertainment, classifieds, photos, videos and more to the Apple iPhone, Apple iPad, Apple iPod touch and Google Android mobile digital devices.

News Synergy leads the industry in innovation by being the first to offer media companies integrated interactive weather radar, integrated and searchable classifieds, self-serve advertising, locally owned developer accounts and more. Media companies will also find all of the most popular mobile features and functionality in News Synergy, such as user generated content, geo-located advertising and weather, a locally controlled News Synergy Admin, complete monetization and sharing by e-mail, text message, Facebook® and Twitter™.

With News Synergy mobile apps, media companies control their brands, distribution and revenue anytime, anywhere. News Synergy clients include Fisher Communications; Morris Multimedia, Inc.; New Vision Television Group; Newport Television; WTHR-TV and WTVA, Inc., among others. For more information, please visit www.newssynergy.com.

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