



News Synergy Mobile App Now Licensed by 28 Television Stations

News Synergy provides television stations the only mobile app solution that fully leverages the local brand, maintains local control and delivers station-retained mobile revenue

MADISON, WI; DENVER, CO; and BLOOMINGTON, MN; – March 3, 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 28 television stations with 90 apps in the app stores.

Native News Synergy apps are now available in the Apple® App StoreSM and Android Market™ for Apple® iPhone®, Apple® iPad®, Apple® iPod touch® and Google™ Android™ mobile digital devices from Newport Television; Morris Multimedia, Inc.; WTHR-TV; WTVA, Inc.; and New Vision Television Group.

“Just a few months after its launch, News Synergy is getting a tremendous response from media companies,” said Terry Casey, Vice President, Interactive at Weather Central. “After careful deliberation, television stations and newspapers are making informed decisions about their mobile strategies. News Synergy apps are now the first choice of savvy media companies who want complete local control to grow their brands, distribution and revenue through mobile services.”

“Media companies have moved beyond simply offering mobile apps to a new era of local control,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “Whether they learned first-hand from app provider relationships or by watching their competition, media companies now understand the importance of locally branded and locally controlled mobile apps from providers who offer robust functionality and continuous product innovation. With News Synergy, media companies know it’s their app, their brand, their revenue and their control.”

Pricing and Availability

News Synergy is now available to media companies and other information publishers. Pricing varies by market size and premium options selected. News Synergy app downloads are available to the public, including WKRC-TV in the [Apple App Store](#) and in [Android Market](#).

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 Newport Television; Morris Multimedia, Inc.; WTHR-TV; WTVA, Inc.; and New Vision Television Group, among others. For more information, please visit www.newssynergy.com.

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