



## **Inergize Digital Announces its Seek it Local Mobile App is Now Available**

*The Seek it Local mobile app is available nationwide, representing 63 television stations in 30 markets*

BLOOMINGTON, MN – August 10, 2010 – 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 its Seek it Local® mobile app is now available nationwide in the Apple® iTunes® App Store<sup>SM</sup>, representing 63 television stations in 30 markets. Seek it Local is the industry’s first online business directory to offer a locally branded mobile app for Apple® iPhone®, iPod touch® and iPad™ mobile digital devices.

“We are pleased to take our highly successful Seek it Local online business directory and bring it to mobile consumers as an app,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “With the Seek it Local mobile app, television stations can now reach a greater audience, capture local mobile advertising revenue, collect automatic national mobile advertising revenue, increase brand extension and close more business listings by monetizing three screens. Just this year we’ve had several stations generate more than \$1 million dollars in Seek it Local revenue, and with the recent additions of the Best of Seek it Local Awards™, Seek it Local Direct Buy™ and the Seek it Local mobile app, we are certain that our clients will generate even greater revenue in coming months.”

The Seek it Local mobile app offers the following features and functionality:

### Mobile Monetization

The Seek it Local mobile app offers one ad position that can be sold locally or filled with national ads by Inergize Digital.

### Geo-location

Like the Seek it Local website, the Seek it Local mobile app automatically geo-locates to each consumer’s location, delivering the nearest and best local businesses based on the consumer’s search criteria. The Seek it Local mobile app travels with the consumer, supplying geo-located results while the consumer is on vacation, traveling for work or simply on-the-go at home. The consumer can even access discount coupons from the nearest and best restaurants, bars, auto dealerships, florists, plumbers and more.

The Seek it Local mobile app respects individual privacy by prompting the consumer to accept or deny geo-location services, and the geographic location can be changed by the consumer at any time directly in the app.

### Locally Branded User Interface

Seek it Local clients locally brand their markets in the Seek it Local mobile app with station logos. Seek it Local displays one local station brand in each market where representation is licensed. Markets that do not have licensed station representation display the national Seek it Local brand.

### Superior Search Technology

The Seek it Local mobile app employs precision search technology that returns business listing results by the nearest location, alphabetically and best match.

Common search words, phrases and categories are automatically populated when searching, making it easier for consumers to find local businesses on-the-go. Consumers can bookmark businesses and people, save coupons, view business photos and video commercials, contact businesses directly from their phones, tap Nearby to quickly search dining and entertainment, and share content with family and friends.

### Ratings and Awards

The Seek it Local mobile app displays the best local businesses by showcasing consumer thumbs up ratings next to business listings. Thumbs up ratings can also be added by the consumer directly in the Seek it Local mobile app, ensuring the best businesses are displayed.

Local businesses who have been nominated and/or have won Best of Seek it Local Awards are also recognized on the business listing's profile page and in a special section listing the award name with the top four entries. Television stations offer the Best of Seek it Local Awards program, therefore Best of Seek it Local Awards are not available in all markets.

### Sharing

Consumers can easily share business listings with family and friends in the Seek it Local mobile app. In a few simple taps, consumers can share content with friends via e-mail, text message, or share with the masses on Facebook® and Twitter™.

### **Pricing and Availability**

The Seek it Local mobile app is free and available in the Apple iTunes App Store at at <http://itunes.apple.com/us/app/seek-it-local/id383080616?mt=8>. Support for additional mobile devices will be announced in coming months.

Seek it Local clients include Bay City Television, Catamount Broadcasting Group, Desert Television, Jackson Broadcasting, Louisiana Media Company, Newport Television and New Vision Television, among others.

### **About Seek it Local**

Seek it Local is the leading, market-exclusive local business search directory that generates revenue on-air, online and on mobile devices for local media companies – all while offering a valuable marketing tool to local businesses.

Leveraging the power of local media brands, Inergize Digital creates locally branded Seek it Local websites that capture revenue by encouraging consumers to buy from local businesses listed in the Seek it Local directory. Local media companies gain the advantage of a nationally recognized Seek it Local brand coupled with locally branded, on-air promotion.

With a proven five-year track record of sales success, Seek it Local employs on-site sales training, an on-site sales event, Seek it Local Direct Buy™, Best of Seek it Local Awards™ and Seek it Local Mobile™ to build better relationships with current advertisers, build new business relationships, increase brand recognition, improve organic search engine ranking and generate more revenue.

### **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 eight years, Inergize Digital has done more for local media companies by building their brands, generating revenue and positioning client websites as the number one source of local information.

The Inergize Web CMS™ laid the foundation for some of the most popular local media websites; the Seek it Local online search directory was the industry's first to integrate online, on-air and mobile revenue; and Inergize Mobile™ offers the industry's leading solutions that distribute content to mobile devices.

Small, medium and large media companies turn to Inergize Digital to do more for their local businesses, including Catamount Broadcasting Group, Fisher Communications, Gray Television, 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.

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