



Inergize Digital Announces its Seek it Local Mobile App for Google Android is Now Available

The Seek it Local hyperlocal business directory now includes mobile apps for Apple iPhone, iPod touch, iPad and Google Android mobile digital devices

BLOOMINGTON, MN – September 8, 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, today announced that its Seek it Local® hyperlocal business directory now includes a mobile app for Google™ Android™ mobile digital devices. Seek it Local is the industry's first market-exclusive hyperlocal business directory to offer a locally branded mobile app for Apple® iPhone®, iPod touch®, iPad® and now Google Android mobile digital devices.

“With this year’s double-digit growth of online and mobile local search, extending the highly successful Seek it Local hyperlocal business directory to Google Android mobile devices enables our media clients to reach more advertisers and consumers,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “Inergize Digital and its clients in 36 markets have leveraged the Seek it Local three-screen strategy to increase revenue 31 percent thus far in 2011. With the addition of the Seek it Local Google Android mobile app, we expect to drive even greater consumption, brand extension and revenue for our clients.”

Pricing and Availability

The Seek it Local mobile app is free and available in Android MarketSM at https://market.android.com/details?id=com.inergizedigital.seekitlocal&feature=search_result. The Seek it Local hyperlocal business directory represents 69 television stations in 39 markets.

About Seek it Local

Seek it Local is the leading, market-exclusive hyperlocal business 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 six-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 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 on-air, online and mobile revenue; and Inergize Mobile™ includes a tier one SMS platform and the industry's leading News Synergy™ mobile app.

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 or call (952) 460-7600.

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