



## **Inergize Digital® Adds New Mobile Offerings to Seek it Local™ and the Inergize Web CMS™**

*New Seek it Local WAP site and BlackBerry shortcuts for Inergize Web CMS clients build community and extend brand reach, making it easier for consumers to access local news, business listings and information on mobile devices*

MINNEAPOLIS, MN – December 3, 2009 – Inergize Digital® today announced it has added new mobile offerings for Seek it Local™ and Inergize Web CMS™ clients. Local media companies can build community and extend brand reach by offering consumers greater access to local news, business listings and information on their mobile devices using the new Seek it Local WAP site and BlackBerry® shortcuts to their local media Web sites.

With the Seek it Local WAP site, consumers can use their mobile devices to access a Seek it Local Web site that is sized to fit mobile phone display screens. Consumers can now search local businesses anywhere at any time, making it easier to buy local during the busy holiday shopping season.

Inergize Web CMS clients can now offer BlackBerry shortcuts to consumers, making it easier to access local news and information on demand from BlackBerry mobile phones. BlackBerry subscribers can easily download the BlackBerry icon from the local media Web site to access online content in one quick click, rather than typing a full URL in the address bar.

“Consumer smartphone use has significantly increased in the past year, therefore newspapers, magazines, and television and radio stations are focused on reaching mobile consumers more than ever” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “Today’s new mobile offerings, coupled with our already extensive mobile technology, further position Inergize Digital as the mobile leader for local media companies. We will continue to add mobile innovation to our current products Seek it Local, the Inergize Web CMS and Mobile Local News™, as well as seek new mobile product innovation in 2010.”

The Seek it Local WAP site and BlackBerry shortcuts are now available to Seek it Local and Inergize Web CMS clients. Consumers can access the WAP site and BlackBerry shortcuts on more than 100 local media company Web sites.

### **About Seek it Local**

Seek it Local is the leading, market-exclusive online 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 Web sites 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 four-year track record of sales success, Seek it Local employs on-site sales training and an on-site sales event to build better relationships with current advertisers, build new business relationships, increase brand recognition, improve organic search engine ranking and generate more revenue.

### **About the Inergize Web CMS**

The Inergize Web CMS is a comprehensive platform that simplifies Web site management for novice users and provides the flexibility advanced users seek – all while maximizing return on investment for local media companies.

The fully integrated platform includes ad management, video publishing, e-mail and syndication delivery, mobile distribution with WAP sites and SMS, user generated content, weather management, games and contests, ecommerce, comprehensive content from a dedicated news team and more opportunities to maximize revenue potential than competing platforms.

The Inergize Digital Web CMS leads the industry in technology innovation by employing robust performance features that increase productivity such as one-touch publishing, and a proven integration strategy that mitigates risk when migrating Web sites. Local media companies also experience more local and national advertising opportunities, advanced search engine optimization and industry-leading client support.

### **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 seven years, Inergize Digital has done more for local media companies to build their brand and generate revenue by positioning Web sites as the number one source of local information.

The Inergize Web CMS laid the foundation for some of the most popular local media Web sites; the Seek it Local online search directory was the industry's first to integrate online, on-air and mobile revenue; and Mobile Local News is the industry's leading application that distributes 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 Sinclair Broadcast Group.

For more information, visit [www.inergizedigital.com](http://www.inergizedigital.com) or call (952) 417-3294.

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Press Contact:

Amie Hoffner  
Inergize Digital  
(952) 417-3083  
ahoffner at inergizedigital dot com