



SmithGeiger Survey Finds Inergize Digital® Leads Industry in Client Satisfaction

Broadcast and media companies prefer Inergize Digital and its Content Management System (CMS) by eight percentage points over the nearest competitor

MINNEAPOLIS, MN – April 20, 2009 – Inergize Digital® today announced that a recent SmithGeiger survey of broadcast and print executives finds Inergize Digital leads the industry in client satisfaction with its Content Management System (CMS). Of the top seven CMS competitors serving the media industry, Inergize Digital ranked first overall for client satisfaction, eight percentage points ahead of the nearest competitor.

Inergize Digital will present the findings during the NAB Show 2009 in Las Vegas, Nevada, April 20-23 in private meeting rooms. Current and potential clients may contact Inergize Digital to schedule a meeting at sales at [inergizedigital dot com](http://inergizedigital.com).

In the survey, broadcast and media executives report that online is a core part of their internal thought process. The Inergize Digital CMS also led the competition with the highest client retention rating, technology innovation rating, and the highest confidence rating to integrate with new on-air and content delivery systems in the next six to 12 months. The Inergize Digital CMS led the confidence integration rating by a 24 percentage point margin with all respondents reporting confidence.

“After our beginnings as an internal CMS services solution provider for Chris Craft and Clear Channel®, we are thrilled that media industry executives are recognizing Inergize Digital as the leading provider of CMS products industry wide,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “We have diligently worked to position ourselves as an industry leader in technology innovation, customer service, ease of use and monetization. It is rewarding to learn from the SmithGeiger survey and through our continued business growth that our hard work is paying off.”

“Our recent survey suggests that broadcast and media executives view online as a significant contributor to overall business success,” said Mark Toney, Senior Vice President at SmithGeiger. “The results are clear that Inergize Digital has established the industry leading position with the ability to continue its growth in a challenging economical climate - an outstanding accomplishment that should not be taken lightly.”

The SmithGeiger survey was conducted by phone in February and March of 2009 with the average respondent interview lasting more than 20 minutes.

About Inergize Digital

Inergize Digital is the leader in fully integrated digital management solutions that generate revenue for local media companies. The Company's Content Management System leverages the power of video, e-mail and syndication delivery, online directories as well as advertising leadership in contests and gaming to create profitable Web sites and campaigns for local television, radio, newspaper, magazine and other media companies. E.W. Scripps, Four Points Media, Liberty Media, Newport Television and New Vision Television Group, among others, rely on Inergize Digital to position their Web sites as the number one source of local information.

For more information, visit www.inergizedigital.com, call (952) 417-3294 or e-mail sales at [inergizedigital dot com](mailto:inergizedigital.com).

© 2009 Inergize Digital. All rights reserved. Inergize Digital and the Inergize Digital logo are trademarks or registered trademarks of Newport Television and/or Inergize Digital Media. All other product, font and company names and logos are trademarks or registered trademarks of their respective companies.

###

Press Contact:

Amie Hoffner

Inergize Digital

On site at NAB: (612) 239-5918

[ahoffner at inergizedigital dot com](mailto:ahoffner@inergizedigital.com)