



## Inergize Digital® Updates its Wireless Application Protocol (WAP) Site

Innovative WAP site now delivers video assets, style customizations,  
a redesigned user interface and valuable monetization

MINNEAPOLIS, MN – April 22, 2009 – Inergize Digital® today announced it has updated its WAP site to offer video delivery, style customizations, a redesigned user interface and monetization. Inergize Digital Content Management System (CMS) clients can now deliver video to mobile devices; customize WAP sites by selecting colors, styles, story headlines and thumbnail images; and generate advertising revenue.

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

“In the WAP site redesign, we focused on providing a superior user experience for our clients and their consumers,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “The industry continues to request increased flexibility, support for leading technologies and monetization, while consumer video views continue to rise. We’re pleased to say we accomplished our goals, creating an improved WAP site experience that meets and exceeds client and consumer expectations.”

### **Monetization**

The advertising position can be locally or nationally sold through a scalable revenue share.

### **Pricing and Availability**

The redesigned WAP site is immediately available to Inergize Digital CMS clients at no cost.

### **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](http://www.inergizedigital.com), call (952) 417-3294 or e-mail sales at [inergizedigital dot com](mailto:sales@inergizedigital.com).

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