



Inergize Digital® Client Wins “Web Site of the Year” Award

Inergize Digital through its Content Management System (CMS) develops and hosts another industry-leading, award-winning Web site

MINNEAPOLIS, MN – April 9, 2009 – Inergize Digital® today announced that its client, WIAT-TV CBS 42, has won the “Web site of the Year” ABBY award from the Alabama Broadcasters Association. Inergize Digital launched the redesigned www.cbs42.com Web site in December 2008 as the local news leader covering Birmingham, Alabama, DMA 40.

“We are pleased to add WIAT-TV CBS 42 to our long list of award-winning Web sites,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “Our expertise in Web site design and content management paired with WIAT-TV CBS 42 local news leadership has generated award-winning results in a short period of time.”

“We are honored to be recognized by the Alabama Broadcasters Association as the ‘Web site of the Year’,” said Bill Ballard, President of WIAT-TV CBS 42. “We believe our Web site, powered by the Inergize Digital platform, is by far the strongest in Alabama and this award confirms that belief. In addition to an increase in traffic, we have also experienced an increase in online revenue which we expect to continue in the near future.”

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).

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