



New Rich Media Ad Units Coming Soon to News Synergy

News Synergy launches new ad units for Apple iOS and Android mobile digital devices

BLOOMINGTON, MN – January 7, 2014 – Adpay[®], the market innovator of online and print classified solutions to the media industry, Weather Central[®], the leading provider of state-of-the-art broadcast and digital weather, news and traffic solutions, and Inergize Digital[®], the leader in fully integrated digital management solutions that provides media companies with an integrated four-screen solution for content delivery in any format to meet the needs of today's digital consumer, announces the addition of new rich media mobile app ad units to the News Synergy mobile platform.

Mobile app downloads and usage continue to grow at an explosive rate. According to technology researcher Gartner, worldwide mobile app downloads will climb to 268.9 billion in 2017 from 63.9 billion in 2013. comScore recently noted that 80% of mobile time takes place in apps rather than the mobile web while in-app advertising is expected to reach \$7 billion by 2015.



These high profile ad units are being offered in order to increase in-app ad revenue opportunities for News Synergy clients. The new ad placements will be available for both Apple[®] iOS and

Google™ Android™ mobile digital devices in the first quarter of 2014 and include links directly to the advertiser's mobile website. The ad units will also be available on single- as well as multi-category mobile pages.

About News Synergy

Brought to media companies by Weather Central, Adpay and Inergize Digital, News Synergy is the industry's leading mobile app that distributes locally branded content to mobile devices. This inclusive mobile distribution solution utilizes a locally branded interface to distribute news, weather, sports, politics, entertainment, classifieds, photos, videos and more to Apple iPhone®, iPod® Touch, iPad®, Google Android and Kindle Fire mobile digital devices.

News Synergy leads the industry in innovation by being the first to offer media companies integrated interactive weather radar, integrated and searchable classifieds, locally owned developer accounts and more. Media companies will also find all of the most popular mobile features and functionalities in News Synergy, including user generated content, geo-located advertising and weather, a locally controlled News Synergy Admin, complete monetization and sharing by email, text message, Facebook® and Twitter™.

With News Synergy mobile apps, media companies control their brands, distribution and revenue anytime, anywhere. News Synergy clients include Nexstar Broadcasting, Morris Multimedia, Inc.; Allbritton Communications, Sun-Times Media, LLC; and WTVA, Inc., among others. For more information, please visit newssynergy.com.

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