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Findaway Introduces Playaway Kids

The best audiobooks on a vibrant Playaway – just for kids

SOLON, OH (September 5, 2019) Findaway, a leading provider of digital technology solutions, introduced Playaway Kids, a redesigned version of its flagship pre-loaded audiobook format. Playaway Kids delivers hours of focused and distraction-free listening on a vibrant new Playaway created for library and school patrons ages 3-13.

Beginning today, every kids Playaway title will now be delivered on a colorful device. Color selection is randomized - from blue, orange, yellow, and red - offering kids a personal and playful listening experience.

Central to the launch of Playaway Kids is an expanded audiobook catalog, with double the monthly children's releases from the world's best book publishers including Penguin Random House, HarperCollins, Hachette, Scholastic, Macmillan, Simon & Schuster, and more. Playaway is also launching new collections of curated content, including award winning authors, diversity selections, and audiobooks focused on kindness and empathy.

“Parents and educators are looking for ways to reduce screen time and help kids connect with books in engaging new ways. Playaway Kids delivers a fun and immersive listening experience on a format that can be used anytime, anywhere,” said Brittany Gonzalez, Head of Marketing & Strategy for Playaway Products Group. “Studies show that listening to audiobooks increases comprehension by 76%. We’re excited that Playaway Kids can help improve literacy rates and level the playing field by making audiobook content accessible to everyone.”

Playaway Kids devices are powered by AAA battery, offering 30+ listening hours. The format maintains all of the signature features listeners love on Playaway, such as High Definition audio, a universal auxiliary jack, five narration speeds, and automatic bookmarking. No other device, technology, or WiFi connection is needed.

To learn more about the launch of Playaway Kids, visit

<http://www.playaway.com/audiobooks/kids>

About Findaway

Findaway, The World's Audiobook Partner, has been revolutionizing the business of audiobooks since 2006. They first disrupted the CD-focused world of audiobooks with Playaway, a built-for-circulation audiobook player now used in 40,000 libraries, schools, and military installations globally. In 2013, Findaway advanced audiobooks in the downloadable and streaming space by launching Audio Engine, the industry's largest B2B audiobook delivery platform. Now, Findaway enables every brand in the world to offer a complete audiobook collection to their customers and compete on a global scale. In 2016, with the goal of making every book in the world available as an audiobook, they launched Findaway Voices, an audiobook creation platform for independent authors and publishers. To learn more about Findaway and see what's next, visit www.findaway.com.