

Captivate Network turns popular 'Word of the Day' feature into a book written by in-house editors and viewers

Kensington publishing house compiles the best of the daily vocabulary booster in 'The Word Lover's Delight'

CHELMSFORD, Mass., Aug. 4, 2009 – Captivate Network and Citadel Press, an imprint of Kensington Publishing, have teamed up to turn Captivate's popular "Word of The Day" feature into its own book. *"The Word Lover's Delight: Awesome Adjectives, Nifty Nouns, and Vibrant Verbs to Make Your Vocabulary Sizzle"* is a compilation of the words and definitions that appear daily on Captivate's digital screen network and interactive Web site, www.captivate.com.

"Word of The Day," a selection of unusual words and their definitions, appears on Captivate's 8,900 digital screens in lobbies and elevators throughout North America, and on its interactive Web site. Kensington Publishing Senior Editor Gary Goldstein thought of compiling a selection of these words into a book while reading the Captivate Network screens in his office building's elevators. *"The Word Lover's Delight"* is meant to appeal to people with an interest in language, or who like quirky information and random facts, or who are looking for a gift for someone with those tastes.

"You'll pardon the expression, but I was captivated by the 'Word of the Day' feature, and I noticed that people in the elevators loved it as much as I did," Goldstein said. "All of the conversations in the elevator would cease when the Word of the Day feature flashed on the screen."

"The Word Lover's Delight," available at most major retailers and at a special price at captivate.com in association with Amazon, is the first book Kensington has done with a media outlet. The company publishes fiction and non-fiction, the latter ranging from self-help, diet, sports, reference and inspirational books. "Word of The Day" is part of Captivate Network's broad range of news and entertainment content, which features everything from Reuters international news coverage to blogs on books and cooking.

National brand advertisers use Captivate Network to reach millions of "spend ready" consumers, who are defined as employed, educated professionals earning more than \$75,000 per year. A typical 50-story office tower hosts about 5,000 spend-ready consumers who take an average of six elevator rides and several walks through lobby areas per day. That gives viewers several opportunities per day to see spots on Captivate screens. Captivate Network also has an

interactive Web site, captivate.com, where viewers can follow up on content they see on a screen by participating in a promotion or printing a coupon, for example. Captivate Network's news and information content is also adapted to the digital screen format by the company's editorial staff to capture viewers' attention more readily than the simple RSS feeds other networks rely on.

"The recognition of our 'Word of The Day' feature speaks directly to our diversified programming approach and our use of a live editorial staff to create compelling features that appeal to our viewers and our advertisers," said Captivate Network President and Founder Mike DiFranza. "I am also excited that our viewers are contributing to the programming we are producing. That is true engagement."

Captivate Network recently ran a promotion offering a copy of *"The Word Lover's Delight"* to the first 65 people to submit their favorite challenging or quirky word. The books were gone in just three days, and some of the winners' words will appear on screen with a credit to their word idea.

About Captivate Network

Captivate Network is the leading media solutions company in the out-of-home video advertising market. Through multiple touch points – on screen, on line and on site – Captivate enables advertisers to engage a highly desirable and targeted audience of millions of employed, "spend-ready" consumers at a time and place when they are most inclined to make business and personal buying decisions. Captivate was founded in 1997 and acquired by Gannett in 2004. The company is headquartered in Massachusetts, with offices throughout North America. For more information visit www.captivate.com.

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