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**BALAYA AND SAVANNAH MORNING NEWS LAUNCH
NEW SOCIAL MEDIA PLATFORM**
Tick-it Improves Content Delivery, Creates New Revenue Streams

SAVANNAH, GA (September 10, 2009) – Balaya, LLC (Balaya), delivering the power of social networking to business and people, today announced the *Savannah Morning News* will use Balaya’s flagship product, Tick-it, as a social media platform for its website savannahnow.com. Tick-it enables the *Savannah Morning News* and savannahnow.com to offer up to the minute news dissemination directly to the desktop and mobile phones, and generate new subscribers and advertising revenue channels for their publications.

“Balaya’s tick-it gives publishers and media outlets a new way to serve and build communities, while simultaneously providing a new option for the local online advertising market,” said Bob Nunnally, CEO of Balaya. “With Tick-it, publishers give subscribers the ability to better manage and enjoy the content, information and communications they care most about. Given its interactive nature, Tick-it also fosters continuous connectivity, viral discussion and debate amongst people on issues affecting their community.”

“We are focused on building communities through our print and online platforms,” said *Savannah Morning News* Publisher Michael C. Traynor. “As new technologies emerge and information consumption evolves, it is important we continue to provide consumers with ways to enhance and encourage the type of participation that enriches the community at large. Tick-it is an example of the commitment from the *Savannah Morning News* and savannahnow.com to provide our community with the most innovative tools for reading, hearing and acting on news that impacts life in Savannah.”

Balaya provides social media solutions for both business and personal use to improve communication, continuous connectivity and cooperation. The social media market, comprised of enterprise, consumer and advertising social media, is worth nearly \$40 billion. Balaya’s first application, Tick-it is an extremely versatile, interactive, and persistent communications utility that, among its many uses, lets publishers and media outlets reach readers first with content and information. Running like a news ticker across the desktop or accessed via mobile phone, Tick-it blends the best elements of social networking, email, and RSS technology to deliver stronger brand engagement and create new revenue through the use of premium content channels and on-application advertising. Secure and spam-free, Tick-it delivers the power of social networking to the business setting today.

About Balaya

Headquartered in Savannah, Georgia, Balaya is a social media platform that provides businesses tangible results and a competitive advantage, while enabling people to stay connected with family and friends worldwide. A member of Georgia Tech’s Advanced Technology Development Center, the company’s web-enabled products and services move a brand beyond a website to an interactive desktop and mobile device presence that improves communication and generates new

revenue. For more information visit www.balaya.com or contact Michelle McWhinney at (202) 361- 2891.

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About Savannah Morning News

The *Savannah Morning News* is the leading source — both in print and online — of news, information and advertising for the metropolitan Savannah area, reaching three out of four adults in the total print and online audience each week. Every month, more than 375,000 unique visitors access the newspaper's digital network, which includes savannahnow.com, coastalmommies.com, businessinsavannah.com and other niche websites. In addition, the *Savannah Morning News* publishes *Effingham Now*, *Bryan County Now*, *BiS – Business in Savannah*, *Coastal Senior*, *Shaping Savannah*, *Savannah Weddings* and *Savannah Magazine*. The *Savannah Morning News* is owned by Morris Publishing Group, LLC, a wholly owned subsidiary of Morris Communications Company, LLC.

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