



## WEYV Announces Partnership with Cricket Media, Expands In-App Content to Include E-Books

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TROY, Mich., June 19, 2018 (GLOBE NEWSWIRE) -- [WEYV](#), an app platform with music, magazines, e-books and more all in one app experience, today announced its partnership with Cricket Media, a global education company that creates high-quality content for children and families to improve learning.

 [WEYV – Music, magazines and more all in one app](#)

WEYV now has a full library of kid-specific content, including magazines and e-books

 [weyv\\_logo.jpg](#)

Through this partnership, WEYV will now offer 11 new kid-focused magazines and more than 175 e-books in the app. The magazines, all of which won Gold Awards in the 2018 Parents' Choice Awards, include:

- Ages 0-3 – Babybug
- Ages 3-6 – Click, Ladybug
- Ages 6-9 – Ask, Spider
- Ages 9-14 – Cobblestone, Cricket, Dig, Faces, Muse
- Ages 15+ – Cicada

The new e-book additions from Cricket Media's catalog are high-interest, short form, fiction and non-fiction across content areas for a vast range of reading levels, for which Cricket is well-known. In addition to e-books that allow children to read on their own, WEYV will also contain e-books with read-along audio, perfect for budding readers.

"As an organization that is committed to creating collaborative learning experiences that build children's confidence, creativity, and curiosity, partnering with WEYV, a company focused on providing high-quality content to its users, especially families, was an obvious fit," said Bob Sanregret, Vice

President of Sales, Cricket Media.

Led by Cricket Media's kid-focused content, WEYV has incorporated a special "For Kids" section in the Read section of the app, which houses all of the e-books and magazines created especially for children.

"As we look to continuously expand the content options in WEYV to cater to our users' interests and lifestyle, we quickly learned that providing family-friendly content is key," said Stephanie Scapa, CEO of WEYV. "Partnering with Cricket Media, a trusted source for high-quality children's content, has allowed us to very quickly establish a robust library of content for children of all ages."

WEYV is available as an ad-free, subscription-based app that allows users to listen to music, read magazines and e-books, and (soon) watch visual content. WEYV is available on iOS and Android devices and via a web player for U.S.-based users.

More content will be added to WEYV on a rolling basis. WEYV is available for a 14-day free trial and can be accessed via the [App Store](#), [Google Play](#) and the [WEYV website](#).

#### **AboutWEYV**

WEYV, an Altair (Nasdaq:ALTR) company, is a platform that offers a full catalog of digital content to U.S.-based consumers and is available via iOS and Android devices and via a web player. WEYV enables users to listen to music, read magazines and e-books and eventually watch visual content like TV shows and movies. WEYV is committed to donating 0.5 percent of its revenue to charitable causes. For more information, visit [www.weyv.com](http://www.weyv.com) and follow WEYV on [Facebook](#), [Instagram](#) and [Twitter](#).

#### **About Cricket Media**

Cricket Media® is a global education company known for creating award-winning print and multi-media products for children, families, mentors, teachers, and partners that improve learning opportunities for everyone. Led by its 11 award-winning publications for children and customizable research-tested collaborative learning platform, the company is committed to making, building, and supporting innovative learning experiences with high-quality age-appropriate content that help children safely experience the world. For more information, visit [cricketmedia.com](http://cricketmedia.com), [CricketTogether.com](http://CricketTogether.com), and [TryEngineeringTogether.com](http://TryEngineeringTogether.com).

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A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/369730c0-dece-4bd0-a01a-446a595d7d45>

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