

FOR IMMEDIATE RELEASE

Arkadium Signs Multi-Year, Multi-Game Partnership With Microsoft Studios

Leader in casual and social games to develop multiple exclusive games cross-platform

New York, NY – January 4th 2012 – Arkadium, a top game development studio in New York City today announced it has signed a strategic partnership to develop casual and social games on multiple platforms to be launched by Microsoft Studios. The multi-year, multi-game partnership is an evolution of the relationship the two companies have been developing over the previous two years.

“Arkadium has a ten-year track record of developing entertaining and well-architected casual and social games,” said Matt Booty, GM of Connected Experiences for Microsoft Studios. “Our team is excited to be partnering with a developer that we believe will help us entertain millions of people as we expand our reach to a broader audience.”

“We are very excited to be working with Microsoft Studios to develop casual and social cross-platform experiences,” said Kenny Rosenblatt, CEO of Arkadium. “We have been looking to strategically partner with a company that can help catapult our business and accelerate Arkadium’s cross platform game development. Microsoft is the perfect partner to help us realize our growth strategy.”

About Arkadium

Arkadium, creators of the largest library of casual games in the world, has been a top game developer for the past decade. The company’s hit games, including Mahjongg Dimensions, are distributed worldwide to over ten million gamers per month on the web, Facebook, iPhone and iPads. A top 20 Comscore game distributor, Arkadium has been the longstanding games partner of MSN, Hearst Magazines Digital Media, ESPN, ABC, Lifetime, Discovery and many more distinguished brands. Family owned and operated, Arkadium has grown organically since 2001 to more than 100 employees in offices in New York City, Los Angeles, Toronto and Ukraine. For more information visit <http://www.arkadium.com>.

Media Contact: Michael Volpatt, Michael@larkinvolpatt.com, 415.994.8864