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Arkadium Signs Multi-Year Contract with Hearst Magazines Digital Media to Develop Online Games for the Publisher's Multiple Magazine Properties
Seventeen, CosmoGIRL! and Teen to be the first to offer customized game content

New York – February 20, 2007 – In a move that leverages the increasing popularity of online games, Hearst Magazines Digital Media has signed a multi-year contract with Arkadium to create customized game content for some of the company's most trafficked magazine properties. Arkadium, a developer of online casual games and advergaming solutions, is initially launching games for *Seventeen*, *CosmoGIRL!* and *Teen* magazines. Each game offered will be uniquely customized to meet the demographics and style of each brand.

"As part of our digital strategy, we want to offer relevant content that will further engage site visitors and keep them interacting with our brands for longer periods of time," said Chuck Cordray, vice president and general manager, Hearst Magazines Digital Media. "Arkadium's library of games and their ability to customize based on each magazine's brand requirements is a great fit for our teen audience."

Hearst's move to focus additional attention online is supported by a recent study entitled "HotTopics: Annual Ad Spending Study 2007 - What Publishers Need To Know About Advertisers." The study reported that advertisers plan to increase online spending by 18 percent this year, faster than any other major media type.

As Internet popularity grows and new technologies emerge, Hearst is incorporating casual games into its Web sites as a way to grab and hold the attention of users while at the same time increasing available advertising inventory and revenues. Arkadium's casual games are played for an average of 17 minutes per session, which will not only help to drive available inventory, but will also offer Hearst's advertisers multiple branding opportunities during game play.

"Hearst Magazines is one of the most respected publishing companies in the country and we are proud to be working with such a forward-thinking team. We are especially eager to be offering innovative, relevant games to women and girls, who continue to be underserved in this market," said Jessica Rovello, chairman of Arkadium.

Game content will officially launch for *Teen* magazine's online property (www.teenmag.com) on February 12th, followed by *CosmoGIRL!* (www.cosmogirl.com) and *Seventeen* (www.seventeen.com) later in the month. *Esquire*, *Good Housekeeping*, *Harper's Bazaar*, *Cosmopolitan* and *Marie Claire* are just some of the magazines that will follow suit in later months.

About Arkadium

Arkadium is a developer of online game software for the advergaming and casual game markets. The company's growing archive of over 100 Flash-based and custom game solutions currently

reach over 100 million people through some of the most popular online destinations and corporate branded Web sites on the Internet. For more information visit www.arkadium.com.

About Hearst Magazines Digital Media

Hearst Magazines Digital Media is a unit of Hearst Magazines dedicated to creating and implementing the digital online and mobile strategy for Hearst's magazine brands and other sites which serve the company's consumers and audience. Hearst Magazines is a unit of Hearst Corporation (www.hearst.com) and one of the world's largest publishers of monthly magazines, with a total of 19 U.S. titles and nearly 200 international editions. Hearst reaches more adults than any other publisher of monthly magazines (73.4 million according to MRI, fall 2006). The company also publishes 20 magazines in the United Kingdom through its wholly owned subsidiary, The National Magazine Company Limited.