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Arkadium Launches Online Game Arena for AARP.org

More than 30 casual games drive traffic and repeat visits to new social Web community

NEW YORK – June 17, 2008 – Arkadium announced today that it has developed a free gaming portal (<http://games.aarp.org/>) for the revamped AARP.org Web site. AARP recently relaunched its website to with the goal of filling a void of online information, fun and community for the American boomer generation. AARP worked with Arkadium, a full service game solutions developer, to conceptualize, develop and deploy a Game Arena that would help to drive traffic and build loyalty through community elements such as leaderboards and integrated profiles with game score tracking. The Game Arena joins other added social features such as discussion groups, photo sharing forums and new celebrity written columns about news and issues affecting the older consumer.

“Casual games are not just for teenagers who like video games. A significant portion of online game players are actually over 30, and it’s making organizations like AARP realize the value of adding a Game Arena to their site to encourage engagement,” said Kenny Rosenblatt, CEO of Arkadium. “With the AARP Game Arena we’ve not only provided a way for people to play free online games, but we’ve also created a way to integrate additional community interaction.”

“Boomers on the Internet spend more than 100 minutes of their leisure time per week playing video or computer games online,” said Sami Hassanyeh, Vice President of Web Strategy and Operations for AARP. “By collaborating with Arkadium to enhance the online gaming offerings of AARP.org, we’ve created a new online destination for our Members and all of those online looking to have some fun in a vibrant, interactive way.”

With over 39 million members, AARP is the leading nonprofit, nonpartisan membership organization for people age 50 and over in the United States. The organization’s Web site, www.aarp.org, which is visited by millions of individuals each month, offers extensive new information, resources and community features.

About Arkadium:

Arkadium is the premier game solutions developer for the advergaming and casual game markets. The company's growing archive of over 200 Flash-based and custom game solutions currently reaches millions of people through some of the most popular online destinations and corporate branded Web sites on the Internet including National Geographic Channel, Hearst Digital Media, Publishers Clearing House, CBS, Fandango and many more. For more information visit <http://www.arkadium.com>.

About AARP:

AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for 50+ Americans and the world's largest-circulation magazine with over 33 million readers; AARP Bulletin, the go-to news source for AARP's 39 million members and Americans 50+; AARP Segunda Juventud, the only bilingual U.S. publication dedicated exclusively to the 50+ Hispanic community; and our website, AARP.org. AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

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