

COSMOPOLITAN

Contact: Letena Lindsay, 212.649.2577, lsindsay@hearst.com
Andrea Faville, 212.649.2165, afaville@hearst.com

COSMOPOLITAN MAGAZINE AND HEARST MAGAZINES DIGITAL MEDIA LAUNCH NEW ONLINE GAME, 'BOY TOY'

NEW YORK, June 7, 2007 –*Cosmopolitan* magazine and Hearst Magazines Digital Media (HMDM) today announced the launch of a new online gaming property, Boy Toy. Featured exclusively on *Cosmopolitan's* newly re-launched web site, <http://www.cosmopolitan.com>, the game was produced in partnership with New York-based Arkadium, a developer of online casual games and advergaming solutions.

Boy Toy shakes up the dating game by putting the user in charge of a boyfriend who lives to take care of her every wish. Players keep their happiness meters high by making their cute, sweet, devoted 'boy toy' fulfill essential duties, including fetching drinks, spending quality time with his girlfriend, cooking romantic dinners and keeping sketchy lounge lizards at bay.

As the player and her boyfriend proceed through the levels of the game, they build their relationship – from the first meeting, to the first date, to meeting the parents, to celebrating Valentine's Day and finally the one-year anniversary. If the boy toy takes care of all of his tasks in the allotted time – and manages to avoid his skanky ex-girlfriend, who lurks on almost every level – he wins the heart of the *Cosmo* gal and the game.

"Our readers know that real-life relationships take a lot of work," said Kate White, Editor-in-Chief of *Cosmopolitan*. "Boy Toy offers the ultimate escape – complete control of an attentive, adorable boyfriend who 'wins' only when all the player's needs are met. It's dating made simple, with a fun *Cosmo* twist."

"With the re-launch of the *Cosmopolitan* site, we have been able to bring this brand to life online in a whole new way," said Chuck Cordray, vice president and general manager of HMDM. "Boy Toy is a natural extension of that strategy – it allows the title to connect with readers in a setting that is fun, interactive, and true to *Cosmo's* original feel and tone."

A link to *Cosmopolitan's* Boy Toy is available upon request.

About *Cosmopolitan*:

Cosmopolitan (www.cosmopolitan.com) is the best-selling young women's magazine in the U.S., a bible for fun, fearless females that reaches nearly 18 million readers a month. *Cosmopolitan* delivers the latest news on men and love, fashion and beauty, women's health and self-improvement, and entertainment. With more than 50 international editions that are published in 32 languages and sold in more than 100 countries.

Cosmopolitan is published by Hearst Magazines, 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 in the U.S., 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.

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.

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