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ARKADIUM NAMES DAN HART AS CHIEF REVENUE OFFICER

Former SVP and General Manager of MTV Digital adds leadership and vision to Arkadium in new executive role

NEW YORK – January 11, 2010 – Arkadium, a leading game solutions developer for the casual game and advergaming markets, announced today that it has named Dan Hart as Chief Revenue Officer. In his new role, Hart will build upon several new monetization strategies introduced by the company in 2009 that will harness the company’s growing client base, game library and development expertise. Hart will also be responsible for spearheading Arkadium’s social gaming strategy.

“2010 is a year of opportunities and significant growth for Arkadium. We’re excited to bring Dan on board to further develop and push our social gaming and monetization strategies to the next level,” said Kenny Rosenblatt, CEO of Arkadium. “Dan brings a depth of experience that will help Arkadium create products that benefit our partners and tap the revenue potential of the millions of casual gamers that play across our network every day.”

Hart joins Arkadium’s executive team with more than 12 years of experience in games and interactive media and entertainment. Most recently Hart served as SVP and GM of MTV Digital where he oversaw all operational aspects of MTV.com, leading the property to significant growth while developing and launching a series of innovative products and platforms. Previously at MTV Networks Hart served as VP of Online Games Strategy and Operations for the Digital Music and Media group. Prior to MTV Networks, Hart worked in Yahoo!’s Entertainment Group where he led Yahoo! Games to become the number one trafficked games site globally. Hart began his media career at MTV Networks’ parent company, Viacom, where he served as VP of Planning and Development for New Media.

“I’m excited to join Arkadium’s executive team and I look forward to contributing to the companies continued success,” Hart said. “Arkadium has an outstanding reputation, a talented team and core competencies that give us the potential to outpace our competitors as the casual games market continues to grow and evolve quickly. Our combined industry knowledge, coupled with our award-winning games, sets the table for a very successful future.”

About Arkadium

Arkadium is the premier game solutions developer for the casual game and advergaming markets. The company’s growing archive of over 250 Flash-based and custom game

solutions currently reaches millions of people through some of the most popular online destinations and corporate branded sites on the Internet. For more information visit: <http://www.arkadium.com>.