



ARKADIUM

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LIFETIME DIGITAL AND ARKADIUM EXPAND GAMES PARTNERSHIP

Arkadium to Create Series of Lifetime-branded iPhone Games

Partnership Will Introduce Prizes and Sweepstakes for myLifetime.com's Growing Game Community

New York – September 21, 2009 – Lifetime Digital, the ultimate digital source for women's entertainment, escape and play, and Arkadium (<http://www.arkadium.com>), a provider of game solutions for the advergame and casual game markets, announced today the expansion of its existing games partnership. The new partnership will include a series of Lifetime-branded iPhone games as well as a plan to integrate prize and sweepstakes functionalities into the online games available on Lifetime's flagship digital destination, myLifetime.com.

Arkadium currently powers myLifetime.com's online games platform and its gaming community. After launching the new games section on myLifetime.com earlier this year, the site has seen a 20% increase in visits.

“Arkadium has helped us create a flexible gaming platform that integrates all of our properties and partnerships, while still providing the ultimate gaming experience for our loyal members,” said Kris Soumas, who heads [Lifetime Games](#) for Lifetime Digital. “These new enhancements allow us to offer even more incentives to our members and expand the Lifetime Games brand into the popular mobile gaming space.”

The development of a series of Lifetime-branded iPhone games will extend Lifetime Games' popular portfolio beyond the Web and into the hands of mobile users. Additionally, the prize and sweepstake functionalities on myLifetime.com will enable loyal members to be rewarded for playing games regularly.

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“Partnering with Lifetime Digital has been a great experience from the start. As one of the largest providers of casual games, we’ve been able to take what we know and build a custom games Arena specifically for their community,” said Jessica Rovello, president of Arkadium. “We’re confident that the newest features will continue to entertain Lifetime’s audience and are excited to expand upon our current success.”

As Arkadium continues to build out Lifetime’s gaming platform and develop new games, the focus will be on adding even more community features to complement Lifetime Networks’ unique lineup of television shows and diverse portfolio of online advertisers.

ABOUT ARKADIUM

Arkadium is the premier game solutions developer for the advergaming and casual game markets. The company’s growing library of over 250 Flash-based games reaches millions of people through some of the most popular online destinations and corporate branded Web sites on the Internet. For more information visit: <http://www.arkadium.com>

ABOUT LIFETIME DIGITAL MEDIA

Lifetime Digital Media, the ultimate digital source for women's entertainment, escape and play, reaches women wherever and however they connect, play and share. Combined with the reach of the Lifetime Networks, Lifetime Digital Media provides sponsors an unrivaled opportunity to reach women with a powerful, singular-branded experience across all platforms. More than 3.6 million women per month (May 2009; ComScore Media Metrix) visit Lifetime Digital's robust properties (myLifetime.com, Roiworld.com, DressUpChallenge.com, LMN.tv, LifetimeMoms.com and MothersClick.com) and consume Lifetime's content on mobile devices and partner platforms.

ABOUT LIFETIME NETWORKS

Lifetime Networks is a diverse, multi-media company, committed to offering the highest quality entertainment and information programming that celebrates, entertains and supports women. Through its award-winning public affairs initiatives, the Company also advocates a wide range of issues affecting women and their families. Lifetime Television, Lifetime Movie Network, Lifetime Real Women and Lifetime Digital are part of Lifetime Entertainment Services, a 50/50 joint venture of Hearst Corporation and The Walt Disney Company.

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