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Arkadium Teams Up with the Publishers Clearing House Online Network to Create PCHTrivia.com

New trivia portal offers users a chance to test their smarts and win valuable prizes

NEW YORK – April 20, 2009 – Arkadium (www.arkadium.com), a game solutions developer for the advergaming and casual game markets, and the Publishers Clearing House Online Network, a robust advertising platform of six sites that attract more than five million unique monthly visitors and drive more than 90 million page views per month, announced the launch of PCHTrivia.com - a new trivia portal that offers users a fun and free way to earn tokens and enter sweepstakes for a chance to win real prizes.

“Our goal with PCHTrivia was to create a compelling site that successfully tapped into the enthusiasm people have for playing trivia games,” said Alex Betancur, vice president and general manager of the PCH Online Network. “We already have a very successful games portal, also with Arkadium, PCHGames.com, and this new addition is another way that our users can find fun, free and rewarding entertainment.”

Three games are currently part of the trivia line up at PCHTrivia.com, including Trivia Rush, Pyramid Trivia and Prize Patrol. Users can pick a category of trivia questions, test their knowledge and keep track of their overall trivia accuracy as well as within subject categories. Future plans currently in development include more games, user-generated content and multiplayer functionality. In addition, advertisers can use the platform to communicate their key messages and target potential customers through banner buys and site sponsorship opportunities.

“We’re proud of the great work that continues to be a result of our strong partnership with the team at the Publishers Clearing House Online Network,” said Jessica Rovello, president and co-founder of Arkadium. “We look forward to continuing our successful collaboration as PCHTrivia continues to evolve.”

About the PCH Online Network

The PCH Online Network is the Web destination for Publishers Clearing House, a leading multi-channel direct marketer of value-based consumer products and magazines. The company promotes its products by providing site visitors with a chance to win valuable sweepstakes prizes. With more than 3.5 million new registrants per year, more than 5 million unique visitors per month and a database of more than 10 million customers, the PCH Online Network continues to be a viable opportunity for advertisers to reach a diverse group of men and women online. For more information about the PCH Online Network, visit <http://www.pchonlinenetwork.com>.

About Arkadium

Arkadium is the premier game solutions developer for the advergaming and casual game 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 Web sites on the Internet. For more information visit <http://www.arkadium.com>.