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**EONLINE LAUNCHES INNOVATIVE ONLINE GAME
TO PROMOTE NEW SERIES PARADISE CITY**

*Virtual Slot Machine Game, "Paradise Spin,"
Familiarizes Users with Cast Members and Show Premise*

Los Angeles – February 12, 2007 – Eonline will launch the Paradise Spin Slots “advergame” to promote the new series Paradise City, which follows the intertwined lives, loves and dreams of 20-somethings starting out in Las Vegas. Paradise Spin is an interactive casino-style game designed to be both entertaining and informative as it introduce fans to cast members and set up storylines in advance of the show’s TV premiere. E! is partnering with Arkadium, a developer of advergaming solutions, to create and execute the online game. Paradise Spin goes live Tuesday, February 13 on E! Online and Paradise City premieres Sunday, March 4 at 10:30pm et/pt on E!

The game, created by Arkadium, will resemble a Vegas slot machine, but there are no matching cherries and BARS and money is not involved. Instead, users will play the slots to try and get three of the same Paradise City stars in a row. The “prize” is the scoop on the cast members of Paradise City, such as who is dating who, which cliques don’t get along and other juicy gossip. The game will be updated throughout the season with the latest relationship statuses and cast news.

“By offering an interactive way for viewers to get acquainted with the cast, we are appealing to the young, web-friendly audience that we think will be an enthusiastic fan base for Paradise City,” said Suzanne Kolb, executive vice president, marketing and communications for E! Networks. “Plus, it’s Vegas. How could we not have a game?”

"Online advergames are gaining increased popularity and being used to help entertain and educate television audiences. Eonline is at the forefront of this growing phenomenon and we have worked closely with their Web team to help develop a unique game that is perfectly suited for the show's young and hip demographic," said Jessica Rovello, Chairman of Arkadium.

From Go Go Luckey Productions (Laguna Beach) and Ryan Seacrest Productions, Paradise City follows sexy singles rolling the dice in Vegas. Most people know Sin City as the top destination for whirlwind weekends of glitz, gambling and late-night reveling but few have seen what life is really like for those who make Vegas their home. Each cast member of Paradise City is focused on a showbiz dream, from modeling and acting, to music and club promotion. Vegas is no longer just a place where stars come to play, it’s a place where locals can become stars. Filled with late-night parties, clashing cliques and love triangles galore, Paradise City is chock-full of drama and excitement all set against the fabulous casinos, luxurious hotels and private homes of Vegas.

About E! Networks

Based in Los Angeles, E! Networks is the world's largest producer and distributor of entertainment news and lifestyle-related programming. The company operates E! Entertainment Television, the 24-hour network with programming dedicated to the world of entertainment; Style Network, the destination for women 18-49 with a passion for the best in relatable and inspiring lifestyle programming, and E! Online, located at Eonline.com. E! is currently available to over 89 million cable and direct broadcast satellite subscribers in the United States. Style Network currently counts over 50 million subscribers. Internationally, E! programming can be seen in

more than 120 countries worldwide, reaching 600 million homes. In addition to its ventures for locally programmed E! branded channels outside the U.S., the company operates the E! International Network, a 24-hour English language global entertainment channel available via satellite in Europe, Africa, Asia Pacific and the Middle East. Earlier this year, E! launched the E! Everywhere initiative underscoring the company's dedication to making E! content available on all new media platforms any time and anywhere -- from online to broadband at The Vine @E!Online to wireless to satellite radio to VOD.

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.