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NATIONAL GEOGRAPHIC CHANNEL REELS IN NEW AUDIENCE THROUGH INTERACTIVE *HOOKED* GAME

Developed in partnership with Arkadium, the online game captures the show's excitement while luring in new players

New York – July 16, 2009 – To help promote National Geographic Channel's (NGC) new #1 series *Hooked*, which premiered Monday, June 29, NGC today launched an online fishing game developed in conjunction with long time games partner, Arkadium (<http://www.arkadium.com>). For the first time players will be able to experience the thrill of catching monster fish all over the globe without the chum, rogue waves or Dramamine. The game, which challenges players to catch the same megafish seen on *Hooked*, is designed to both complement the TV show and attract new viewers online. NGC joins the growing number of broadcasting companies using interactive games to engage and attract new site visitors.

Whether for science or sport, encountering the sheer power and size of the world's biggest fish is nothing short of awe-inspiring. This summer, on Monday nights at 10 p.m. ET/PT, the National Geographic Channel brings the excitement of monster fishing home with a new season of *Hooked*. Viewers journey across the globe to see the most extreme encounters in megafishing and the groundbreaking research being done to protect these fish. In each episode, avid anglers and scientists track, bait, catch and release fish of extraordinary proportions.

In the new *Hooked* game (<http://channel.nationalgeographic.com/channel/hooked-reel-em-in-game>) players can choose their level of difficulty, select a lure and instantly begin the hunt for fish in three exotic locales. It's an adrenaline-filled race against the clock challenging players to catch as many fish as possible before the timer runs out. And of course, after the big catch, in the spirit of the show, players can then release the fish back into the water.

"The Hooked game brings our popular series to life by giving viewers an extended experience online," said Brad Dancer, senior vice president, Research and Digital Media for NGC. "This game is another example of our digital strategy to enhance viewer experience with interactive entertainment on our website."

About National Geographic Channel

Based at the National Geographic Society headquarters in Washington, D.C., the National Geographic Channel (NGC) is a joint venture between National Geographic Ventures (NGV) and Fox Cable Networks (FCN). Since launching in January 2001, NGC initially earned some of the fastest distribution growth in the history of cable and more recently the fastest ratings growth in television. The network celebrated its fifth anniversary January 2006 with the launch of NGC HD which provides the spectacular imagery that National Geographic is known for in stunning high-definition. NGC has carriage with all of the nation's major cable and satellite television providers, making it currently available to more than 68 million homes. For more information, please visit <http://www.natgeotv.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>.