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**Arkadium Adds to its Growing Team With the Hire of
Neal Sinno as Vice President of Business Development**

New York – February 4, 2008 – Arkadium, the premier game solutions developer, welcomes its most recent addition, Neal Sinno, who will serve as Vice President of Business Development with a focus on exploring and signing new strategic partnerships. He brings over ten years of extensive experience in business and product development, along with robust knowledge in web-based applications, platforms and technology positions. Neal also serves as the East Coast advisor for the Casual Games Association and joins Arkadium from GameTrust, which was recently purchased by Real Arcade.

“We have aggressive growth goals for Arkadium in the coming years and are excited to bring someone into the fold with extensive industry experience,” said Kenny Rosenblatt, CEO of Arkadium. “The entire company is looking forward to working with Neal and we know that his energy and enthusiasm for the industry will be a great addition to Arkadium.”

“Arkadium has such an incredible vision for taking casual gaming to the next level, and I am looking forward to making that vision a reality,” said Neal. “The expertise and talent in this company is amazing, and collectively we will all work together to help make our clients and partners even more successful.”

Neal has held key leadership roles at LivePerson, Mellon Financial, The New York Times and Lucent Technologies. He graduated from Castleton College and is currently completing his MBA at Fordham University.

About Arkadium:

Arkadium is the premier game solutions developer for the advergaming and casual game markets. The company’s growing archive of over 125 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>.

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