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Arkadium Selected by AlwaysOn as an OnMedia Top 100 Winner

Leading casual game developer is recognized for being a leader in marketing, branding, advertising, and publishing

New York – January 14, 2010 – Arkadium, a leading game solutions developer, today announced that it has been chosen by AlwaysOn as one of the OnMedia Top 100 winners. Inclusion in the OnMedia 100 signifies leadership amongst its peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players. Arkadium was specially selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

Arkadium and the OnMedia Top 100 Companies will be honored at AlwaysOn's OnMedia NYC event on February 1st, 2010, at the Mandarin Oriental Hotel in New York City.

This two-and-a-half-day executive event features CEO presentations and high-level debates on which forces are disrupting user behavior and creating new opportunities in the marketing, branding, advertising, and public relations industries.

“Our view is that we are still moving up a very steep Internet innovation curve, which means the media world will continue to be radicalized.” said Tony Perkins, founder and CEO of AlwaysOn. “We congratulate the OnMedia 100 winners for their success in introducing the tools, services, and platforms that continue to disrupt the old ways of Madison Avenue for the benefit of marketers and content consumers alike.”

The OnMedia 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists and industry insiders. The

AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2009 list.

Arkadium is a developer of casual games and advergaming and works with clients that include ABC, Hearst Magazines Digital Media, AARP, National Geographic Channel, ESPN, myYearbook, Lifetime, Classmates and many more. Founded in 2001, the company has grown from two employees to more than 85 with offices in New York City and the Ukraine.

A full list of all the OnMedia Top 100 winners can be found on the AlwaysOn website at: <http://alwayson.goingon.com/permalink/post/34216>

About Arkadium

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

About AlwaysOn

AlwaysOn is the leading business media brand networking the Global Silicon Valley. AlwaysOn helped ignite the social media revolution in early 2003 when it launched the AlwaysOn network (alwayson.goingon.com). In 2004, it became the first media brand to socially network its online readers and event attendees. AlwaysOn's preeminent executive event series includes the Summit at Stanford, OnMedia, OnHollywood, OnDC, OnDemand, Venture Summit Silicon Valley, Venture Summit East, GoingGreen, GoingGreen East, and GoingGreen Europe. The AlwaysOn network and live event series empower readers, event participants, sponsors, and advertisers to spearhead the global innovation economy.

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