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Publishers Clearing House Online Launches Its First Ever 24-Hour Mahjongg Tournament

Sponsored by Tempurpedic and hosted on PCHGames.com the tournament offers players the chance to win cash prizes of \$1000, \$500 and \$250

New York – January 18, 2010 – Publishers Clearing House Online (<http://www.pchonline.com>) today announced a 24-hour Mahjongg tournament that will take place at PCHGames.com (<http://www.pchgames.com>) on January 20th, 2010. The tournament will present high-scoring players the chance to win cash prizes of \$1000, \$500 and \$250. Sponsored by Tempurpedic (<http://www.tempurpedic.com>), this is the first time Publishers Clearing House Online (PCH) will offer a brand the option to fully sponsor a tournament with exclusive access to site visitors in addition to cross network promotion. GlobalWide Media, the performance marketing agency for Tempurpedic, worked with PCH to bring on Tempurpedic and saw this integrated sponsorship as a way to extend the brand's reach among the loyal and engaged PCHGames.com audience.

The tournament invites site visitors to play a classic version of Mahjongg with a twist. Created by PCH Online's casual game partner Arkadium, Mahjongg Dimensions features three-dimensional tiles that players can twist to reveal matches. At the end of the tournament the players with the three highest scores will be awarded the prizes. Site visitors can play as many times as they want to try and best themselves as well as the competition.

“This one-day tournament is a natural extension of our gaming platform. It provides our members with a new way to play and win, and it provides a structured platform for leading national brands to engage with our audience with significant share of voice and an opportunity to deliver their brand and promotional messages,” said Josh Glantz, VP and General Manager of Publishers Clearing House Online. “Tournament-based game play is a great way to drive traffic and keep site visitors engaged and coming back for more. In fact, we are projecting more than 100,000 unique tournament players and 300,000 game plays for that day alone. For the whole week, including the practice round, we are expecting more than 1 million game plays.”

“Mahjongg is one of the most widely played games online and Tempurpedic views this as a great opportunity to reach an engaged and targeted audience of potential customers,” said Jenny Parrish, VP Marketing GlobalWide Media. “Tempurpedic is looking forward to 24-hours of heavy traffic and fast paced Mahjongg game play.”

The Mahjongg tournament will be open from 12:00 EST until midnight on January 20th, 2010. The game will be found here: : <http://www.pchgames.com/games/mahjongg-dimensions.aspx>.

About Publishers Clearing House Online

Consisting of ten online properties including PCH.com, PCHCoupons.com, PCHGames.com, PCHLotto.com, PCHSearch&Win.com, PCHTV.com, PCHScratchCards.com, PCHOnlineSurveys.com, PrizePatrol.PCH.com and PCHOnline.com, PCH Online is the Web destination for Publishers Clearing House, a leading multi-channel direct marketer of value-based consumer products and magazines. The company calls attention to 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 five million unique visitors per month and a database of more than 10 million customers, PCH Online continues to be a viable opportunity for advertisers to reach a

diverse group of men and women online. For more information about PCH Online, visit <http://www.pchonline.com>.