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CafeMom Gears up for Back to School Season with the Launch of a New Games Section

Partners with Arkadium to debut new games for leading moms community

New York – October 6, 2009 – While Back to School season traditionally marks the time when moms share the common stresses of homework, after school activities, nutrition and illness, this year it also marks a time for games. CafeMom (www.cafemom.com), the largest online community for moms, announced today that it has partnered with Arkadium, a game solutions developer, to launch a new games area on its site. Available immediately at <http://games.cafemom.com/>, the games section features more than 20 new casual games including card, puzzle, arcade, word, strategy, a sponsored game with Clorox and the already very popular CafeMom game, Latte Land. Additional games and sponsorship opportunities will continue to launch throughout the year.

“In our recent *Digital Mom* research study with Razorfish, we confirmed that more than half of moms are playing games regularly. Those are the same women spending time on our site,” said Paul Bannister, EVP, CafeMom.com. “The games section launched just in time for back to school season as moms take a deep breath and look for ways to unwind and relax. Games, leader boards, gaming groups and player profiles keep moms interacting and connected with one another on the site.”

Studies have continued to show that women make up one of the largest markets for casual games, using games to relieve stress, relax and escape from the challenges of everyday life. eMarketer reported that more than 27 million U.S. female Internet users (ages 25-64) visited online gaming sites in August 2008 and nearly 3 out of 4 (74.6 percent) mom gamers play at least several times a week.

“With the launch of games on CafeMom, Arkadium is now the largest provider of casual games to sites targeting women,” said Jessica Rovello, co-founder and president of Arkadium. “Being a mom, I understand how little time mothers often have for themselves. Games provide a fun escape packed into a few minutes - perfect for the busy women on CafeMom.”

About CafeMom

CafeMom is the largest online community for moms with millions of highly-engaged users. Moms connect and have authentic conversations on shared interests, challenges and local issues in their communities.

CafeMom features fully-customizable profile pages, a widget platform, variety of games, more than 70,000 mom-created groups, friends' networks, and strong privacy and anonymity controls. CafeMom has developed a series of cutting-edge sponsorship programs that allow brands to join the consumer conversation, add value to members' lives, and get members talking about sponsor brands in an authentic and viral way. CafeMom advertisers include Walmart, General Mills, Hasbro, Target, P&G, Disney, Johnson & Johnson, JCPenney, Unilever, and dozens of others. Visit <http://www.cafemom.com> for more information.

About Arkadium

Arkadium is the premier game solutions developer for the advergaming and casual game markets. The company's growing library of over 250 Flash-based games 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>.