

MEDIA CONTACT

Michael Volpatt

415-994-8864

Arkadium Launches Diverse New Casual Game Titles

Rapidly growing games portfolio includes new, action-packed sports and puzzle games

SEATTLE – Casual Connect – July 23, 2008 – Arkadium, a game solutions developer for the advergaming and casual game markets, today announced the launch of new casual games: Arcade Football, a throw-back to handheld football games of the past; Buggle, a challenging peg-board game; Eek!, a fast-paced version of the ever-popular whack-a-mole game; Grid-Lock, a traffic-infused puzzle game; Half-Pipe, an extreme skateboarding game and Tessera, a brain-teasing tangram game. All games are Flash-based, do not require a download to play and are now available online at Arkadium's Great Day Games at www.greatdaygames.com.

With the introduction of these new games, Arkadium continues toward its goal of increasing its library of owned IP games by 25 percent in 2008, and in the coming months Arkadium will be launching more casual and multiplayer game titles. A number of the company's clients including Hearst Magazines, CBS, Fandango, AARP and Publishers Clearing House have already been able to take advantage of Arkadium's large game library, as all games titles are available for licensing and can be re-branded to fit the needs and/or requirements of the licensee. Please contact Arkadium for further details.

About Arkadium

Arkadium is the premier game solutions developer for the advergaming and casual game markets. The company's growing archive of over 200 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>.