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Arkadium Continues to Aggressively Grow the World's Largest Flash Game Library

Casual games developer plans to add 25 percent more games, maintaining the largest owned IP Flash games library in the casual games industry

New York – February 18, 2008 – Arkadium, the premier online game solutions developer, announced today that it plans to increase its library of owned IP games by 25 percent in 2008. Since 2001, Arkadium has been focused on developing online Flash games, and with this latest announcement will continue to maintain the largest owned IP library of well over 200 games.

Web-based games have become a major focal point for large brands and online destinations, as the concept of integrated marketing campaigns and customer engagement becomes more and more important. “From talking to hundreds of web sites, we found that they all wanted three similar things: more unique users, more page views, and more time spent on their site. With our online Flash games, we have given brands and web sites everything they were asking for, without driving the user away with a download” said Kenny Rosenblatt, CEO of Arkadium.

In the time that Arkadium has been creating games, the company's library has increased exponentially, and they have stated a company mission to own over 1,000 games by 2010. “Owned IP is important in the casual games industry,” continued Mr. Rosenblatt “A number of companies can boast that they offer thousands of titles, but it is important to note that the right to distribute, and owned IP are two very different things. When a company owns and has created its own IP, like Arkadium, it has the ability to customize and re-brand games based on the needs of its clients.”

A number of the company's clients, such as Hearst Magazines, CBS, Fandango, Publishers Clearing House, and Mattel have been able to take advantage of Arkadium's large game library to launch custom branded game channels of their own.

About Arkadium:

Arkadium is the premier game solutions developer for the adver gaming 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>.

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