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Guideposts.com Deploys Online Games

Leading inspirational online destination offers its visitors unique and popular games

New York – September 22, 2008 – Guideposts, the pre-eminent media company providing positive inspiration to the lives of millions of people through its leading magazines, book publications, websites and outreach programs, today officially announced the launch of casual games on Guideposts.com. The games were created by Arkadium (www.arkadium.com), a game solutions developer for the advergaming and casual game markets.

“Recent statistics have shown that women make up the largest core audience of people playing online casual games,” said Philip Charles-Pierre, Guideposts Vice President, Digital Media. “We have over 8 million loyal readers who match the same demographic that these games reach, so we knew that adding them to our site would be of great appeal to our most loyal audience.”

Guideposts.com launched three of Arkadium’s more popular games. These include Eggz, an action filled matching game, Spider Solitaire, a twist on the original Solitaire, and Sodoku, America’s most popular number logic game. Games can be accessed by logging on to <http://www.guidepostsmag.com/games/>.

This is first of several game launch phases for Guideposts.com. The organization hopes that this new feature will be a valuable addition to the already successful magazine and web exclusive content including inspiring stories, empowering tips, videos and blogs.

About Guideposts

Guideposts, a non-profit organization headquartered in Carmel, New York, was co-founded in 1945 by the husband and wife team of Dr. Norman Vincent Peale and Ruth Stafford Peale. Dr. Peale's landmark book, "The Power of Positive Thinking" is an all-time bestseller that has motivated and inspired millions around the world. **Guideposts** is a trusted and forward-looking force for positive change, an inspirational ally providing life-changing information, products, and services to help those in need. **Guideposts** is America's pre-eminent publisher of inspirational books and magazines with annual book sales of over 6 million copies and a combined paid magazine circulation of over 4 million. The flagship publication is *Guideposts* magazine, one of America's top 15 largest monthly magazines with a circulation of over 2 million and a readership of 8 million. *Guideposts* brings its first-person true stories of hope and inspiration to life online at guideposts.com