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**The Pini Society and Arkadium Launch New Downloadable Game
The Pini Society: The Remarkable Truth**

Re-founded Society uses downloadable game to engage and encourage others to uncover more archeological secrets

New York – May 27, 2008 – The Pini Society, an organization dedicated to the excavation, interpretation and preservation of archeological antiquities, announced today that it has released a game that reveals previously undisclosed information about the greatest archeological finds of the last 200 years. Arkadium, the game development company, worked with the Society to conceptualize, develop and market the game, which debuts today on www.pinisociety.org.

Founded by James Arthur Pini in 1854, The Pini Society’s mission was to find and protect sacred treasures of ancient mankind which, at the time, were being hunted for sale or desecration by grave robbers and treasure seekers. The Society was recently re-founded by Rebecca Jayne, Pini’s great-great-granddaughter, in the hopes that members of the public could carry on the greater mission of working together to help preserve the world’s cultural wonders.

“A few years ago I read about the hundreds of thousands of people who educated themselves about critical global issues through games like United Nations ‘Food Force’ and the alternate reality game ‘World Without Oil.’ I knew immediately that a game would be the perfect way for me to introduce the world to The Pini Society, its historical relevance and modern purpose,” said Rebecca Jayne. “With the game, *The Pini Society: The Remarkable Truth*, players can learn what I have uncovered to date about the original Pini Society as well as get involved in my quest to find information about a number of the Society’s most significant finds which have been lost to time.”

In *The Pini Society: The Remarkable Truth*, players are transported to archeological sites and expeditions around the globe. From Iraq to Egypt to Guatemala, players complete mosaic tile puzzles which, when solved, reveal previously unknown knowledge of such amazing finds as King Tut’s tomb and the discovery of the source of the Nile.

Players are also encouraged to join the online community and become members of the newly re-founded Pini Society. The Society hopes to bring together like-minded individuals from around the world, and plans to donate a portion of the game's proceeds to the preservation of a historical site which will be selected by its members.

The Pini Society: The Remarkable Truth is currently available for download at www.pinisociety.org and can be played for free for one hour. The full version is available for purchase for \$19.95.

About the Pini Society

Founded in 1854, The Pini Society's mission was to excavate, interpret and preserve the world's most important archeological antiquities. Re-founded in 2006, the Society's aim is to bring together like-minded citizens whose common goal is to preserve our past in order to better understand our future. For more information on the history of the society and its latest projects visit www.pinisociety.org.

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 www.arkadium.com.

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