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**Arkadium Inks Deal with Sony Pictures Television International to Rollout Game Arenas  
Across Europe, Latin America and Asia**

*Sony Pictures Television International licenses more than 40 games from Arkadium for re-launched international networks sites to further engage site visitors*

**New York – January 7, 2009** – Arkadium, a leading game solutions developer for the advergaming and casual game markets, announced today that the company has signed a deal with Sony Pictures Television International (SPTI) to create game arenas for SPTI’s branded international networks Web sites, including AXN, Sony Entertainment Television (SET) and ANIMAX. The project, which will be completed over a two-year period, will include more than 40 licensed games from Arkadium, including popular arcade, card, casino, sports and strategy games.

Designed to provide visitors with new ways to interact with the SPTI networks brands, these new sites will further engage and entertain international customers while aiming to increase visitor retention. Each new game arena will offer community elements such as leader boards, trophies and send-to-friend capabilities across the site. Each country will have a completely localized game arena, and SPTI plans to monetize each site through advertising.

“We’re proud to be working with Sony Pictures Television International to help the company’s international networks group create a compelling and entertaining global online presence,” said Kenny Rosenblatt, Co-Founder and CEO, Arkadium, Inc. “More than 200 million people worldwide play casual games online and we’re excited to help SPTI reach a broader audience through our partnership.”

SPTI aims to launch phase one of the company’s game arenas beginning December in Germany, followed by the remainder of Europe, Latin America and Asia (including India). SPTI’s international networks group is comprised of 107 channel feeds worldwide in over 130 countries reaching almost 400 million viewers.

**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](http://www.arkadium.com).

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