

## **MEDIA CONTACT**

Michael Volpatt

415-994-8864

Michael@larkinvolpatt.com

### **Arkadium Staffs Up and Expands as it Continues to Make Strides with its Social Games Platform**

*Leading NY based developer opens a sales office in Los Angeles and adds new staff members to focus on expanding goals*

**New York – August 16, 2010 – [Arkadium](http://www.arkadium.com)** (<http://www.arkadium.com>), a game developer for the [casual](#), [social](#) and [advergaming](#) markets, today announced that the company has hired over 20 new staff members in the past quarter, in line with efforts to expand on social and monetization efforts. The new employees, who are based in the company's New York and Ukraine offices, will focus on upcoming social game launches as well as Arkadium's Social Connect platform; a new technology that will bring the company's expansive library of casual games to Facebook. The company has also announced it has expanded its presence on the West Coast with a new sales office in Los Angeles.

Key new hires and their roles include:

#### *Platform Development*

- Marten Engblom – Director of Engineering – Formerly of Buy.com, Marten heads the company's engineering team and is creating the architecture behind the Arkadium Social Connect platform

#### *Game Design*

- Coray Seifert – Sr. Game Designer – Formerly of THQ, Coray has been hired to lead game design for new social game initiatives and product usability

#### *Marketing and Analytics*

- Cindy Lincks – Director of Analytics – Director of all analytics and tracking for game Arenas and social games, Cindy comes to Arkadium from Ogilvy

#### *Product Development*

- Lauren Feldman – Sr. Product Manager – Formerly of World Wide Biggies, Lauren manages premium product development and strategy, including game monetization

As more companies look to add [social games](#), [mobile games](#) and [advergames](#) to their marketing mix, Arkadium's West Coast presence will enable the company to facilitate new relationships within the entertainment, technology and publishing industries.

Maria Casey, who recently worked in Arkadium's New York offices as Senior Manager of Business Development, will be heading up expansion efforts for the West Coast business. "Maria has worked to develop innovative casual and social game solutions for a long list of satisfied clients from a wide range of industries. We are confident that her experience will translate well in our new West Coast office as she continues to help companies looking for an

innovative and fun approach to building their brands,” said Neal Sinno, Vice President of Business Development.

**About Arkadium**

Arkadium ([www.arkadium.com](http://www.arkadium.com)) is the largest provider of casual game solutions for some of the biggest brands in the world. The company’s extensive library of popular games can be found on Facebook, iPhone, Android and premium websites by clients such as MSN, Hearst Magazines Digital Media, ESPN, ABC, Lifetime, and Discovery. Family owned and operated, the company has grown organically since 2001 without funding, to more than 100 employees in offices in New York City and Ukraine. With over 6 million unique users a month playing Arkadium game titles, the company is pioneering the movement to bring the best of casual online games to social. Their hit game, Mahjong Dimensions, is one of their most popular titles on Facebook.