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Arkadium Acquires Gamelab.com

Casual game company builds on momentum of industry growth and partners with Eric Zimmerman to offer gaming workshops to local developers

New York – September 30, 2009 – Arkadium (<http://www.arkadium.com>), a premium provider of game solutions for the advergaming and casual game markets, today announced the acquisition of Gamelab.com and the introduction of “The Game Development Design Series,” a series of free game design workshops for New York area game developers. The announcement comes on the heels of Arkadium’s recent acquisition of Advergaming.com.

“New York is often overshadowed by the West Coast in terms of game development, but there is a thriving game community here. With this acquisition and workshop series our goal is to bring focus to the amazing games being created in New York,” said Kenny Rosenblatt, CEO of Arkadium. “Eric Zimmerman and his team at Gamelab helped innovate game design through hit games such as Diner Dash and Subway Scramble. We’re proud that Arkadium is continuing that legacy of greatness.”

Gamelab’s founder, Eric Zimmerman’s partnership with Arkadium will include “The Game Development Design Series” a series of workshops covering game design best practices, tips and tricks. Anticipated to begin in the first quarter of 2010, the Design Series will be sponsored by Arkadium and free to New York area game developers.

Founded in 2001, Arkadium’s network currently reaches over five million monthly users and serves more than 120 million page views each month across some of the biggest sites online including ABC, AARP, ESPN, Classmates, CBS, Good Housekeeping, Lifetime, myYearbook, Publishers Clearing House, Cosmopolitan, Sony and many more. Arkadium operates out of New York City with an additional office in the Ukraine. More than 85 people work for the growing organization.

About Arkadium

Arkadium is the premier game solutions developer for the advergaming and casual game markets. The company’s growing library of over 250 Flash-based games 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>.