

For Immediate Release



Just in Time for Saint Patrick's Day: CraveOnline Acquires DrinksMixer - Most Visited Collection of Drink Recipes on the Web

LOS ANGELES, CA – March 10, 2008 -- CraveOnline.com™ (www.CraveOnline.com) a leading lifestyle destination for men featuring video, movies, TV, music, sports, games, cars, humor and more, announced today just in time for Saint Patrick's Day, that it has acquired DrinksMixer.com (www.DrinksMixer.com), the Internet's most visited collection of cocktails and drink recipes.

Since August 2002, DrinksMixer has accumulated over 16,000 mixed drink recipes from all over the world and has developed an active community of users who participate in discussions on each recipe. The site attracts an average of 1.5 million visitors a month up to 6 million a month during popular holiday periods.

The acquisition supports CraveOnline's leadership position in the highly competitive male youth market by building upon the already popular CraveCocktails (www.CraveOnline.com/Cocktails/) site. CraveCocktails is lush with regular features including the Drink Calculator, where inputting up to any 5 ingredients returns a selection of cocktail recipes from one of the largest databases available anywhere, and the Drink Creator, where the community can share favorite concoctions and stories that go with them. The site also suggests some rather unusual and effective Hangover Cures and has become a regular destination for bartending professionals, home bartenders and legal age cocktail enthusiasts, and club goers.

"DrinksMixer offers a compelling incentive for alcohol and beverage brand advertisers," stated David Cohn, SVP/Advertising Sales for CraveOnline. "The site provides an exceptionally targeted audience for these advertisers and enormous potential for creative integrations which deliver marketing messages as an uninterrupted part of the user experience."

About CraveOnline.com

[CraveOnline.com](http://www.craveonline.com) (www.craveonline.com) is a leading lifestyle destination for young men ages 18-34 and also serves as the demographic/psychographic hub for a family of other male-centric web properties featuring video, movies, TV, music, sports, games, cars, humor and more. As one of the fastest growing destinations on the web with sites like ComingSoon.net, Sherdog.com, ActionTrip.com, Superherohype.com and SpikedHumor.com. CraveOnline attracts nearly 26 million unique visitors per month, and is larger than leading competitor Heavy Networks and twice the size of Maxim. For advertisers, opportunities for sponsorship and creative integration go beyond the banner to make marketing messages an uninterrupted part of the user experience. Recent brand advertisers include Axe, 20th Century Fox, Rockstar Videogames, the U.S. Army and Air Force. The company is based in Los Angeles with sales offices in New York, Chicago and San Francisco. CraveOnline is part of AtomicOnline (www.atomiconline.com), a diversified online media company.

CONTACT:

Erica (Schrag) Mildh

Manager, Public Relations & Marketing

erica.mildh@atomiconline.com

310.828.0056 x.395

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