

For Immediate Release



***CraveOnline Acquires GameRevolution –
Leading Gaming Site Offers Marketers Loyal Community of Fans***

LOS ANGELES, CA – February 25, 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 that it has acquired dominant gaming site, GameRevolution.com (www.GameRevolution.com), continuing to support CraveOnline's position in the highly competitive online male youth market. The acquisition will also expand AtomicOnline's (www.AtomicOnline.com) family of distinguished niche properties that allow users to dive deep into specialized content, exposing users to subject matter they otherwise would not explore.

Since 1996, GameRevolution has been one of the leading online sources for video game news, reviews and information written by avid gamers for gamers. Hundreds of thousands of passionate gaming fans frequent the site on a daily basis for industry scoops on the latest games, opinion columns, polls, forums, and interactive strategy guides. Most of the site's content is user generated by loyal visitors.

"The sense of community that has developed organically among the readers and contributors at GameRevolution over the last 12 years is a valuable asset," stated Mike Dodge, SVP/General Manager of AtomicOnline. "Moving forward, we intend to continue the GameRevolution editorial tradition of hiring writers based on their history of contributing quality content."

"CraveOnline is the perfect home for the fans of GameRevolution," added Duke Ferris, GameRevolution Managing Editor. "Tapping into Crave's creative and technological resources will allow us to expand the site's coverage and place powerful new online tools in the hands of the gaming community to advance our leadership position and attract top brand advertisers who wish to connect with our highly engaged audience."

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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