

For Immediate Release



CraveOnline Acquires HockeysFuture and HFBoards – #1 NHL Hockey Prospect and Top Hockey Community Destinations

LOS ANGELES, CA – May 5, 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 #1 NHL draft and hockey prospect site, HockeysFuture (www.HockeysFuture.com) and top hockey community destination, HFBoards (www.HFBoards.com). The acquisition reinforces CraveOnline's leadership position in the highly competitive online male youth market and supports CraveOnline's parent company, AtomicOnline (www.AtomicOnline.com), in their strategy to acquire and grow a family of quality owned and operated affinity properties.

Established in 1997, HockeysFuture has grown to become the #1 NHL Draft and Hockey Prospect destination, covering developing players in hockey. The site features coverage of prospects from the 30 NHL clubs, as well as features on the developmental leagues in North America and Europe. In addition to the content offered at HockeysFuture, the site also features the only web radio station dedicated to ice hockey news covering the WHL, QMJHL, AHL, OHL, College, The NHL Entry Draft and All Junior Hockey presented at HockeysFutureRadio (www.HockeysFutureRadio.com).

HFBoards launched in 2002 and has grown to become the premiere hockey community destination on the web. The online community gives hockey fans a place to discuss prospects, trade rumors and NHL. Members of the community represent virtually every country in Europe enabling the site to provide translated content. Participants vary from casual fans to journalists for major media outlets, with approximately 15% of the readership participation being female.

"HockeysFuture and HFBoards serve as active community destinations for avid sports," stated Mike Dodge, SVP/General Manager of AtomicOnline. "CraveOnline's owned and operated family of affinity destinations such as Sherdog.com (www.SherDog.com), WrestleZone.com

(www.WrestleZone.com) and HoopsVibe.com (www.HoopsVibe.com) continues to attract major brand advertisers wishing to connect with men engaged in the content they crave.”

About CraveOnline.com

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 over 32 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.

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