

For Immediate Release



CraveOnline Scores Big Recruiting IGN Sales Veterans

LOS ANGELES, CA – March 20, 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 the appointment of former Fox Interactive Media veterans Derek Rudd and Varvara Althouse to the CraveOnline Sales Team.

Rudd joins CraveOnline as VP of Consumer Ad Sales. Prior to joining CraveOnline, Rudd was Vice President of North American Sales at Piczo, Inc. where he was responsible for driving all advertising sales across North America. Before joining Piczo, Derek was Vice President of Consumer Ad Sales at Fox Interactive Media's IGN Entertainment, a leading Internet media and services provider focused on the videogame and entertainment enthusiast markets. Derek helped lead the company to profitability, positioning IGN as an entertainment destination beyond its roots as a gaming property. In his seven years at IGN, Derek led a team of over 20 sales professionals who worked with consumer advertisers to reach the elusive, young adult audience. IGN was acquired by News Corporation in October 2006, concurrently with News Corp's acquisition of MySpace.

Althouse joins the CraveOnline Sales Team as West Coast Account Executive. Prior to joining Crave, Althouse served as a Regional Account Manager for IGN Entertainment (IGN.com, GameSpy.com, Rottentomatoes.com, and AskMen.com) managing the Consumer Accounts team for the Southwest territory

Rudd and Althouse join current CraveOnline SVP of Sales David Cohn, formerly VP of Digital Media Sales for World Wrestling Entertainment. "We are excited to bring these veterans to the CraveOnline sales team with experience from such a respected online brand," stated David Cohn. "Their experience will help us continue to advance our competitive edge attracting the biggest and best brand marketing clients."

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.

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