

For Immediate Release



CraveOnline Takes On Former MTV VJ Iann Robinson as Featured Writer

LOS ANGELES, CA – December 19, 2007 -- 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 Iann Robinson will be joining the site as a featured writer, contributing to the Comic, Music, Sci-Fi and Film sections of the site.

Iann Robinson is a writer, musician and television personality best known as a former MTV VJ. In 1999, Ocean MacAdams, an MTV vice-president pulled strings to get Robinson a job at MTV, being an avid fan of his co-hosted Manhattan cable access show called *Monkey Butt Sex*. Robinson quickly became known for his outspoken approach to interviewing the pop stars of the day, sporting a shaved head and numerous tattoos as well as being a large fan of heavy metal. Robinson currently co-owns a comic publishing company called Isolation Disorder Press and is a Disc Jockey for Boston Based Radio Station WBCN 104.1.

“As the armies of mediocrity and ignorance toil to beat art into a pulp at the expense of anything real and substantive, it falls to guardians and geeks like me to speak out against those atrocities,” proclaimed Robinson. “I thank CraveOnline for giving me another platform on which to do that.”

“Iann embodies the spirit of what CraveOnline sets out to do every day: give people our honest opinion and stick it to the man,” added Ahmad Childress, Managing Editor of CraveOnline. “As fans of Iann’s work we are very excited to work with him because of his vast knowledge of popular culture and his distinct voice.”

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 7 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 Verizon, 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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