

For Immediate Release



***CraveOnline Launches Exclusive Soundcheck Video Series –
Connecting Advertisers with Engaged Male Audience***

LOS ANGELES, CA – June 16, 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 launch of *Crave Soundcheck* (www.CraveOnline.com/soundcheck), a new video series featuring exclusive performances by independent bands as well as showcasing their non-music interests.

The first of many customizable and on-going sponsorship opportunities, *Crave Soundcheck* offers bands the opportunity to connect with fans by expressing their real interests, be it sketch comedy, painting, competitive eating or underwater basket-weaving. Recent AT&T sponsored *Crave Soundcheck* episodes include a “Teen Beat” style contest to win a date with the all girl punk rock band *Rocket* and sketch comedy segments with bands *Shapes of Race Cars*, *Nico Vega* and *Pierce the Veil*. The exclusive and customized *Crave Soundcheck* series is currently sold for June and July and anticipates sponsorship every month.

“*Crave Soundcheck* engages our viewership and is unobtrusive to the user experience,” stated David Cohn, SVP Sales for CraveOnline. “This program showcases CraveOnline’s creative sales integration opportunities to connect branded advertisers with the young male audience.” The *Crave Soundcheck* video series will live on its own dedicated environment on CraveOnline and will include sponsorship elements such as: branded intro & end card graphics, co-branded ads as well as guerilla marketing & PR opportunities.

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 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 Hanes, Wrigley, Burger King, Axe, 20th Century Fox and Rockstar Videogames. 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

Manager, Public Relations & Marketing

erica.schrag@atomiconline.com

310.828.0056 x.395

#