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The PCH Online Network and Intuwin Partner to Launch PCHScratchCards
Interactive scratch cards provide users with daily winning opportunities and offer advertisers unique viral marketing capabilities

Port Washington, NY – February 23, 2008 – The PCH Online Network, the Web destination for Publishers Clearing House, a robust advertising platform of six sites that attract more than five million unique monthly visitors and drive more than 90 million page views per month, and Intuwin, a leading provider of marketing strategy and development of online consumer media campaigns, today announced the availability of PCHScratchCards. The site, which is located at www.PCHScratchCards.com, offers visitors a fun, interactive and free way to instantly win cash and prizes. In less than a month's time, PCHScratchCards has accrued 54,000 registrants and surpassed 2.3 million plays.

“The launch of PCHScratchCards.com provides our customers with yet another unique and entertaining opportunity to win online,” said Alex Betancur, vice president and general manager, PCH Online. “The site also provides marketers with an innovative way to create branded scratch cards for their customers to interact with and share with friends.”

At PCHScratchCards.com, players use their mouse to scratch off the sealed surface of the card to see if they've instantly won. Each player receives an initial three plays followed by seven additional plays upon registering or logging in, as well as the opportunity to unlock one additional scratch card when they invite a friend to join. Users who send scratch cards to their friends are automatically entered into a Publishers Clearing House SuperPrize® giveaway for a chance to win \$10,000,000, and will also receive a bonus card for a chance to instantly win up to \$500.

“Through our partnership with the PCH Online Network, we were able to create a truly fun and entertaining way for PCH and its advertisers to engage their core audiences,” said Lilly Gold, CEO at Intuwin. “In addition, the viral nature of PCHScratchCards makes it possible for consumers to share scratch cards with their friends, creating even more brand exposure for marketers.”

About Intuwin

Intuwin, based in NYC, is a leading provider of marketing strategy and development of online consumer media campaigns, specializing in customer acquisition and social media. Its mobile division, IntuApps, develops iPhone applications for brands and retailers. IntuApps leverages the vast distribution channel of iTunes, and the rich feature set of the iPhone, to create immersive and useful applications for people to connect with brands. For more information about Intuwin or IntuApps, please visit www.intuwin.com and www.intuapps.com.

About the PCH Online Network

The PCH Online Network is the Web destination for Publishers Clearing House, a leading multi-channel direct marketer of value-based consumer products and magazines. The company promotes its products by providing site visitors with a chance to win valuable sweepstakes prizes. With more than 3.5 million new registrants per year, more than 5 million unique visitors per month and a database of more than 10 million customers, the PCH Online Network continues to be a viable opportunity for advertisers to reach a diverse group of men and women online. For more information about the PCH Online Network, visit <http://www.pch.com>.

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