

MEDIA CONTACT

Kate Larkin

201-255-0544

The PCH Online Network Launches Its First Instant-Win, Social-Media Widget
Easy-to-play slot-machine game, PCHMatch3, marks foray into the social media world with upload capabilities to more than 25 popular social networking sites

Port Washington, NY – October 6, 2008 – The PCH Online Network, the Web destination for Publishers Clearing House, a leading multi-channel direct marketer of value-based consumer products and magazines, announced today the availability of its first social media widget. The company’s new widget, named PCHMatch3, is designed as a slot machine game that offers users an exciting and interactive way to win valuable prizes in real-time. The PCHMatch3 widget prize pool consists of Amazon.com gift cards totaling more than \$32,000. With the launch of PCHMatch3, the company will reach a younger, more affluent online audience and extend its reach beyond the traditional confines of a single Web site.

“The launch of PCHMatch3 marks the first time Publishers Clearing House has ventured into the business of producing online viral sweepstakes with real-time rewards,” said Alex Betancur, vice president and general manager, PCH Online. “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.”

Users can easily upload PCHMatch3 to more than 25 popular social media networks and Web sites, like Facebook and MySpace, giving current and potential advertisers even more incentive to build PCH.com into their marketing mix.

Publishers Clearing House partnered with Clearspring, the leading provider of widget creation, distribution, tracking and monetization services, to bring the PCHMatch3 widget to life.

“We’re proud to help Publishers Clearing House extend its reach to a new audience of Internet- savvy customers,” said Jay Rappaport, president and chief operating officer at Clearspring. “We look forward to strengthening our business relationship with PCH as we help roll out additional widgets in the coming year.”

In conjunction with the launch of PCHMatch3, the PCH Online Network will launch a new Web site called PCHShareandWin.com that will provide an entry point into its network of instant-win Web sites. PCHShareandWin.com will also house a variety of interactive, instant-win widgets that users can share with friends and family members to increase their opportunities to win prizes. Prizes will include iTunes songs, Amazon.com gift certificates, and cash prizes. PCHMatch3 is the first of these widgets and is now available for download at <http://www.PCHShareandwin.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>.

###