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Publishers Clearing House Launches PCHtv.com Bringing The Excitement of Prize Patrol “Winning Moments” to the Online World

Site to launch on August 27th the same day that the next Millionaire SuperPrize Winner is announced

Port Washington, NY – August 27, 2008 – Each year millions of people watch in anticipation, hoping their doorbell will ring with the news that they are the next big SuperPrize winner in the Publishers Clearing House Sweepstakes. Now, consumers will get a closer look behind the scenes of this amazing moment, Publishers Clearing House, is launching PCHtv.com.

PCHtv.com will feature an instant feed of the August 27th event, showcasing the amazing reactions that winners give the company’s Prize Patrol when they surprise a sweepstakes entrant with the news that they have won the Publishers Clearing House sweepstakes. The site will officially launch on August 27th, 2008, 7 PM EST, immediately after the name of the winner is announced during the NBC Nightly News with Brian Williams. This announcement will direct viewers to PCHtv.com to see the actual winning moment, which will be uploaded directly from the location of the winner that same day. Once at PCHtv.com, users will also have the opportunity to enter to win a special PCHtv.com exclusive prize.

“Publishers Clearing House has been a pioneer in the business of reality television for many years,” said Todd Sloane, Senior Vice President/Creative of Publishers Clearing House. “Our efforts have made it possible for America to witness countless reactions of prize winners in our well known television advertising. Now this iconic brand is moving online and extending this opportunity beyond the television and onto the computer screen.”

“The new site represents just one of a number new online initiatives for Publishers Clearing House,” said Alex Betancur, Vice President and General Manager of PCH.com.

“PCHTV.com joins the growing network of Publishers Clearing House websites that provide creative advertising opportunities for advertisers including PCHGames.com, PCHLotto.com, PCHSearchandwin.com and many others.”

In the future PCHtv.com will include user generated video capabilities that will allow individuals to create and upload their very own SuperPrize reaction videos.

About PCH.com

PCH.com is the online destination for Publishers Clearing House, a leading multi-channel direct marketer of value-based consumer products and magazines promoted with a chance to win sweepstakes prizes. Publishers Clearing House has been in business since 1953, does over \$500 million in annual sales gives away 40% of the company’s profits to charities.