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**TRIVIATOWN.COM AND PUBLISHERS CLEARING HOUSE ONLINE NETWORK
PARTNER TO DEVELOP FIRST MOBILE TRIVIA GAME WITH CASH PRIZES**

***PCH Trivia Application to Contain More Than 100,000 Unique
Trivia Questions in 600 Different Content Areas***

Metuchen, New Jersey – January 6, 2009 – TriviaTown.com, the leading social media site for online trivia, today announced a joint venture with the Publishers Clearing House Online Network (PCH), whereby TriviaTown.com will create and develop a mobile trivia application called PCH Trivia for use on the iPhone. As a result of this partnership, PCH games will be the only sweepstakes company in the world to offer mobile games with cash prizes, offering the widest and deepest trivia content.

The PCH Trivia application will contain more than 100,000 unique trivia questions in 600 different content areas. The new application will be available for free via Apple's mobile App Store and users will be able to customize their games by selecting from 14 different categories such as sports, movies, music, celebrities and society, television and many more.

"This venture with the Publishers Clearing House Online Network allows us to partner with one of the country's most well-known brands and to participate in its bold entrance into the mobile gaming market," said Joe Ziznewski, CEO of TriviaTown.com. "PCHTrivia will have the best trivia content available and will be the first of its kind where players can actually earn cash prizes via a mobile game application."

PCH Trivia provides players with an opportunity to earn real cash prizes ranging from \$1 to \$2,500. Each game contains 10 questions and players will receive points for each question answered correctly. Once the player has accumulated enough points, the player will have the opportunity to spin the "PCH Winning Wheel" to win cash and other prizes.

"Publishers Clearing House has traditionally been categorized as a company that markets via more conventional channels like direct mail and television," said Alex Betancur, vice president and general manager, PCH Online. "However, with our new instant-win iPhone applications we're really beginning to embrace mobile devices as a means to broaden our reach and engage new audiences."

In addition to the trivia game, the PCH Online Network is in the process of developing a second application for the iPhone in conjunction with Griffin Technology. This application, called PCH Slots, will provide users with an additional fun, engaging and free way to win cash and other prizes directly from the iPhone.

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>.

About TriviaTown.com:

TriviaTown.com is the leading social media site for online trivia. With over 137,000 questions spanning 645 different categories, the site offers a rewards-based environment with the broadest and deepest categories of original questions. Citizens of TriviaTown.com access the ultimate online trivia gameplay experience with citizen generated content, interaction and competition – an experience unlike trivia games in the physical world. The company also offers unique marketing opportunities for partners to immerse their brands in citizen experiences. TriviaTown.com is a privately funded and privately held company in Metuchen, New Jersey. To learn more visit www.TriviaTown.com.

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