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Publishers Clearing House Launches the PCH Online Network

Delivering more than 142 million monthly network-wide ad impressions, marketers gain access to millions of loyal and diverse community members with a play-to-win mindset

New York – April 21, 2009 – Publishers Clearing House today announced the launch of its PCH Online Network, 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. The Network provides an unparalleled opportunity for advertisers to reach a diverse group of men and women online via cost-efficient marketing partnerships that generate a substantial number of qualified leads. These products range from traditional banner advertising to custom sweepstakes, co-registration, re-directed traffic and newsletter opt-ins. Details regarding the network may be accessed by visiting <http://www.pchonlinenetwork.com>.

“The PCH Online Network marks our progression into the online world and effectively positions Publishers Clearing House for a successful future,” said Alex Betancur, vice president and general manager of the Publishers Clearing House Online Network. “It also enables advertisers to effectively target individuals of all ages who have embraced the Internet as a part of their daily lifestyle.”

The PCH Online Network consists of six popular sites that offer CPA and CPM advertising opportunities, including:

- **PCH.com** attracts more than 13 million visits per month and 50 million page views and serves as a gateway to the entire suite of PCH’s online network.
- **PCHGames.com** attracts more than two million visits per month and 21 million page views by offering a large selection of casual games in the arcade, casino, sports, strategy and word categories.
- **PCHQuiz4Cash.com** attracts more than 600,000 visits per month and eight million page views by challenging site visitors to take quizzes and earn cash across a variety of interest areas.
- **PCHLotto.com** attracts more than one million visits per month, approximately six million page views and roughly 100,000 new customers per month by offering a variety of lotto games with a chance to win up to one million dollars.

- **PCHTV.com and PCHtrivia.com** are two of the most recent additions to the PCH Online Network with growing audiences. PCHTV.com allows visitors to watch real winning moments for a chance to win cash and prizes of their own, while PCHTrivia.com offers visitors the opportunity to play a variety of category-specific trivia games for a chance to enter a sweepstakes and win cash prizes.

“Through the PCH Online Network we are providing millions of users the opportunity to explore, have fun and win a wide variety of prizes every day,” said Michael Zane, director of online sales and interactive advertising, Publishers Clearing House Online Network. “We’re also providing brand marketers a wide variety of entertaining ways to communicate to a mass concentration of consumers who are in a receptive, winning mindset.”

For advertisers, the PCH Online Network offers both Cost-Per-Acquisition (CPA) and Cost-Per-Thousand (CPM) advertising opportunities. The CPA solutions offer innovative, customized programs built on multiple winning assets including custom sweepstakes, free newsletters, exits and pops traffic drivers, co-registration and partner email programs. With access to more than 140 million ad impressions, CPM opportunities include both traditional and non-traditional banner advertising, which create powerful connections to consumers in contextually rich environments.

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.pchonlinenetwork.com>.