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**The Publishers Clearing House Online Network Launches
Social Media Sweepstakes on Twitter, Facebook and MySpace**

PCH social networking feeds provide tech and mobile-savvy consumers with consistent updates on games, sweepstakes and other winning opportunities on the PCH network

New York – December 23, 2008 – As the popularity of social networks and the ability to receive online and mobile updates continues to grow, the Publishers Clearing House Online Network has announced the launch of its social media sweepstakes on Twitter, Facebook and MySpace. To help promote these new efforts, the PCH Online Network has developed profiles and RSS feeds to direct users to designated contest entry pages where they can enter this unique sweepstakes opportunity. By following PCHWinningWays on Twitter or becoming a fan or friend on Facebook or MySpace, users will stay up to date on monthly winners and other PCH Online Network updates.

“Winning opportunities have become prevalent in the online world and identifying the best contests, games and sweepstakes can be a time-consuming job,” said Alex Betancur, vice president and general manager, the PCH Online Network. “By using RSS feeds we can consistently update tech, mobile and social-network savvy consumers with details about special promotions, events and news pertaining to the PCH Online Network.”

The landing pages, <http://www.pch.com/socialnetworking/tw/pchtwitter.aspx>, <http://www.pch.com/socialnetworking/ms/pchmyspace.aspx> and <http://www.pch.com/socialnetworking/fb/pchfacebook.aspx> will provide the Network’s most loyal fans unique opportunities to win a monthly \$100 drawing. Winners are announced through Twitter feeds, Facebook notifications and on MySpace, and entrants are encouraged to log on, sign up and check in to see if they’ve won.

“The goal with these programs is threefold – to instill a positive winning association with the PCH Online Network, allow us to interact with our most loyal fans and offer an alternative to email that will foster dialogue and engagement with the online community,” said Steve Brita, senior director, Internet Marketing, the PCH Online Network. “These programs allow us to interject ourselves into a relevant communication stream that makes it possible for us to reach a younger, more tech-savvy audience in an organic and non-intrusive way.”

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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