

## **MEDIA CONTACT**

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### **Arkadium's President, Jessica Rovello, Named to the Prestigious Crain's New York Business "40 Under 40"**

*Annual list recognizes the success of New York's rising business leaders*

**New York – March 30, 2010** – Arkadium, a game developer for the casual, social and advergaming markets, announced that the company's president, Jessica Rovello, has been selected by *Crain's New York Business* for their highly anticipated 2010 list of "40 Under 40" honorees, which recognizes the top young rising stars in the New York City business community. Now in its 23rd year, the *Crain's New York Business* "40 Under 40" feature serves as a spotlight on New York's future business leaders. The 40 rising stars profiled have proven themselves to be among the brightest and most talented in this city's dynamic business community. The profiles can be found in this week's issue of *Crain's* and on [crainsnewyork.com/40under40](http://crainsnewyork.com/40under40).

"I've read the Crain's 40 Under 40 list every year since 1999 and hoped that one day I'd be able to make the cut," said Jessica Rovello, president and co-founder of Arkadium. "Being included in the 2010 class is truly a dream come true, and something for which I'm incredibly thankful."

As the president and co-founder of Arkadium, Jessica Rovello is responsible for overseeing the strategy and development of online game solutions that engage consumers, drive increased interaction times and improve bottom line results. Her love of games has translated into successful deployments for clients that include Hearst Digital Magazines, National Geographic Channel, ESPN, Disney and many others.

The 2010 "40 Under 40" class follows in the footsteps of notable previous winners such as Jeff Zucker, CEO of NBC Universal; Brian Cashman, Senior VP and GM of the New York Yankees; Russell Simmons, founder of Def Jam Records; and Andrea Jung, Chairman and CEO of Avon Products Inc., to name a few. The *Crain's* editorial team closely evaluates each of the hundreds of applications and applies its comprehensive, multidisciplinary knowledge of New York's business, culture and politics to select the 40 winners.

#### **About Arkadium**

Arkadium is a premier game solutions developer for the casual, social and advergaming markets. The company's growing archive of Flash-based and custom game solutions currently reach millions of people through some of the most popular online destinations and corporate branded sites on the Internet. Arkadium's newest Facebook game, Mahjongg Dimensions, currently reaches over 1.2 million monthly active users. For more information visit: <http://www.arkadium.com>