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WorldWinner Extends Relationship with CotterWeb

*Two-year Deal with CotterWeb's InboxDollars and SendEarnings Loyalty Marketing Sites
Focuses on Increasing Player Acquisition*

Newton, Mass. – March 18, 2008 – [WorldWinner](http://WorldWinner.com), a leading provider of online casual game competitions, today extended its multi-year contract with CotterWeb, a leading provider of online loyalty marketing services. Through this exclusive deal, WorldWinner provides its online cash competitions through CotterWeb's loyalty marketing sites, [InboxDollars](http://InboxDollars.com) and [SendEarnings](http://SendEarnings.com). Under the terms of the agreement, InboxDollars and SendEarnings will reward members for entering WorldWinner's online game tournaments for cash and prizes. Since gamers must register for a WorldWinner account before they can play, the partnership will have a substantial role in driving player acquisition rates.

CotterWeb currently rewards more than 4.5 million members for participating in a variety of product and service trials, market research studies, and online activities including shopping and playing games. Working with WorldWinner, CotterWeb offers consumers cash for every dollar they spend entering cash competitions on WorldWinner. Since first partnering with CotterWeb in 2006, WorldWinner has not only seen an increase in new player registrations, but in players converting to cash player status due to the highly qualified audience CotterWeb delivers. In the past year, player acquisition via InboxDollars has increased 225 percent and WorldWinner revenue generated by InboxDollars players increased nearly 300 percent.

"Our partnership with CotterWeb has been extremely lucrative in helping us grow our base of loyal players, which is critical to WorldWinner's business goals," said Peter Blacklow, president of WorldWinner. "CotterWeb has millions of loyalty members and many of them are a perfect match to our target audience. The results we've already seen working with CotterWeb demonstrate that its members are very interested in the casual game competitions we offer at WorldWinner."

"We're very excited to extend our partnership with WorldWinner," said Daren Cotter, founder and CEO, CotterWeb Enterprises. "Our members enjoy the games and community that WorldWinner provides, and we look forward to the new, exciting games the company will develop over the coming years."

About WorldWinner

WorldWinner (www.worldwinner.com), a wholly owned subsidiary of Liberty Media Corporation, is a leading provider of online game competitions. It hosts competitions in some of

the most popular casual games—including *Solitaire*, *Bejeweled 2*, *Family Feud*, [SCRABBLE® Cubes](#) and *Luxor* —in which players compete against one another for cash and prizes. WorldWinner’s broad network of partner sites includes leading global brands, such as [AOL Games](#), [EA-Pogo](#), [GSN.com](#), [Lycos](#), [MSN Games](#) and [MyPoints](#). WorldWinner has more than 30 million registered players worldwide.

About CotterWeb

Founded in 2000, CotterWeb Enterprises is a leading provider of online loyalty marketing services through its Web properties [InboxDollars.com](#) and [SendEarnings.com](#). CotterWeb provides more than 4.5 million loyal members the opportunity to be rewarded for participating in various product and service trials, marketing research surveys and other online activities, such as shopping and playing games. The company provides advertisers and marketing research firms an efficient means to reach a targeted online audience and to pay only for performance that meets or exceeds their expectations.

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