

PRESS RELEASE

Joi Podgorny Joins National Geographic's *Animal Jam* Team

Washington, DC and Salt Lake City, UT (January 22, 2010)

Smart Bomb Interactive announced today that Joi Podgorny has joined the company as the Director of Community Engagement for **National Geographic's *Animal Jam***, an online virtual world for kids 5-9 launching in the summer of 2010. In her new role, Podgorny will architect and oversee all aspects of community management for Animal Jam, with the goal of creating an online destination that is an industry leader in child safety, parental engagement, and pure fun.

"This team and this project are a perfect fit for me," said Podgorny. "Kids who love animals are going to be immersed in a fascinating virtual world of unprecedented depth, and they'll be part of an online community that parents can feel good about letting their children explore. "

Podgorny is considered one of the industry's foremost experts in online community and children's marketing, specifically in the under-13-year-old demographics. Her management and production accomplishments range across six international children's entertainment properties. She most recently served as Head of Community for Mind Candy, where she oversaw phenomenal growth in the user community of moshimonsters.com. She is a frequent contributor to conferences and forums on online child safety and digital engagement with children.

About National Geographic Ventures

National Geographic Ventures (NGV) is a wholly owned, taxable subsidiary of National Geographic Society, one of the largest nonprofit scientific and educational organizations in the world. Founded in 1888 to "increase and diffuse geographic knowledge," the National Geographic Society works to inspire people to care about the planet. NGV, part of the editorial group National Geographic Global Media, includes National Geographic Television (NGT) production and distribution, National Geographic Television International, Digital Media (including Nationalgeographic.com) and National Geographic Interactive Platforms Group, comprising NGV's Mobile, Gaming, Maps and Digital Publishing business units. NGV creates and distributes content across multi-platforms and media providing outlets for the hundreds of scientific and expedition-based grants awarded each year. For more information, go to www.nationalgeographic.com.

About Smart Bomb Interactive

Smart Bomb Interactive is an independently owned videogame and IP development studio based in Salt Lake City, Utah. Founded by game industry veterans in 2003, Smart Bomb's team of artists, programmers and designers specialize in kid-friendly games for a variety of platforms. The studio focuses on the creation of new interactive franchises with both licensed and original intellectual properties. For more information, visit www.smartbombinteractive.com.

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