



**SMOSH and ClevverGames Level Up As Alloy Digital's Top- Ranking YouTube Properties
Join Forces for the Launch of SMOSH Games**

***More Gaming, More Social, Just More SMOSH; New Channel Ranks Top Subscriber
Gainer, Surpassing 200,000 within 24 Hours of Its Launch***

(New York, NY and Los Angeles, CA) September 27, 2012- Alloy Digital announced today that its dynamic SMOSH brand, YouTube's third-most subscribed to channel and boasting in excess of 7 million total platform subscribers, has combined forces with powerhouse Alloy Digital's sibling channel ClevverGames to officially launch a brand new channel, SMOSH Games. The channel has already marked an impressive debut with more than 200,000 registered subscribers and nearly a half-million views since going live less than 24 hours ago, pushing SMOSH Games to #1 for subscriber gains during such period, according to VidstatsX.

ClevverGames, which debuted in April 2011, has amassed a subscriber audience of nearly 100,000 devoted gaming enthusiasts. The move under SMOSH Games builds off of ClevverGames' momentum and instantaneously and dramatically expands the platform's reach into the coveted 12-24 demo, while also leveraging SMOSH's established stronghold in the young male audience and high concentration of viewers with a passion for gaming.

The new channel, which features the unique SMOSH brand of humor that catapulted SMOSH to the top of YouTube, will deliver top-quality video content focused on the latest gaming industry news, exclusive trailers and reviews, along with a weekly dose of healthy gamer debate and walk-throughs.

Popular ClevverGames hosts and industry experts Jovenshire, Sohinki and Lasercorn join SMOSH's comedic duo Anthony Padilla and Ian Hecox, plus *SMOSH Pit Weekly* host Mari, to power SMOSH Games' content and turn the conversation around gaming and geek culture "up to 11".

"SMOSH Games marks an exciting expansion of our business by leveraging the power of our audiences across Alloy Digital's multiple branded entertainment channels," commented Barry Blumberg, EVP, Alloy Digital and President, SMOSH. "The new platform aligns perfectly with our growth strategy for building categories that hit the key passion points of our core teen and young adult viewers."

Blumberg added, "SMOSH and Clevver, each a powerhouse in its own right, have uniquely tapped into the tastes of a massive and digitally connected consumer market. By joining forces, viewers and marketers can 'level up' their entry into an even larger and more dynamic community carrying a shared fervor for games and gaming culture."



Counting themselves among the myriad legions of extreme gaming enthusiasts, Anthony and Ian regularly deliver original gaming-focused videos that have become viral sensations; “[The Legend of Zelda Rap](#)” and “[Halo Ruined My Life!](#),” among many others, have garnered phenomenal metrics, totaling more than 100 million views. Both SMOSH and ClevverGames have attracted the attention of top gaming advertisers, such as Ubisoft, for innovative brand integrations targeted directly at a core audience of teen and young- adult gaming enthusiasts.

SMOSH Games unites some of Clevver's most popular franchises with a fresh slate of dynamic and quality game-focused programming, including *Gametime with SMOSH* featuring Anthony and Ian, which kicks off this week’s launch.

Highlighted weekly programming includes:

- **Monday: Super Mari Fun Time** – Game play and reviews of the latest downloadable games
- **Tuesday: Dope! or Nope** – First impressions of new game releases
- **Wednesday: Gametime with SMOSH** – Watch Anthony and Ian play new games and viewer picks from the SMOSH Games HQ
- **Thursday: SMOSH Games Review** – Expert reviews and strategy breakdown of the newest and hottest games
- **Friday: SMOSH Game Bang** – SMOSH Games crew play in a weekly *Epic Challenge*
- **Saturday: Gamer Nation** - SMOSH Games crew gather for discussion and debate of the hottest gaming topics
- **Sunday: I Have a Raging Bonus** –Bloopers, behind the scenes, and general SMOSH Games awesomeness

SMOSH’s Anthony and Ian shared this sentiment, “We’re insane with excitement about the launch of SMOSH Games. We’ve always played with ourselves and now we get to play 24-7 with our viewers. It’s everything we love about gaming, just served up SMOSH style.”

Clevver Media’s multiple entertainment channels, which include ClevverGames, and garner more monthly views from prime 12-34 viewers than the next seven most popular entertainment channels on YouTube combined, will support the new channel with ongoing social and media promotion. SMOSH Games will also greatly benefit from extensive cross-promotion through Alloy Digital’s other owned YouTube channels and websites, as well as its multiple active social media profiles which number in excess of 14 million followers.



With the combined YouTube footprint of its owned and operated channels, Alloy Digital's properties rank No. 1 in total YouTube subscribers, with over 8.5 million, in the top three of all YouTube channels, with more than 3.35 billion combined measured views, and operates five of YouTube's top 100 premium channel offerings, including top ranked SMOSH spin-off [Shut Up! Cartoons](#), [ClevverTV](#) and SMOSH are both ranked among a select group of YouTube channels achieving over 1 billion views.

Follow SMOSH Games and Play Along:

- FB: [Facebook.com/SMOSHGAMES](https://www.facebook.com/SMOSHGAMES)
- TWITTER: [@SMOSHGAMES](https://www.twitter.com/SMOSHGAMES) / www.twitter.com/SMOSHGAMES

About Alloy Digital

Under one roof, Alloy Digital boasts the critical assets for a multi-platform, next generation media company targeting the highly-coveted, early-adopter 12-34 year-old demographic--Generate's cost-effective development, production and talent management, premium original programming from creators such as Smosh and Clevver, distribution across Alloy Digital's top-ranked network of media platforms and monetization through sponsorship, ad sales, social media and promotion. Alloy Digital's proprietary digital media network has ranked top in its category for more than three consecutive years, according to comScore, and attracts more than 90MM consumers each month with reach to over 53% of P12-34 internet users. Alloy Digital holds its position as offering a top-10 video network which delivers several hundred million monthly streams and includes award-winning Smosh, the #3 YouTube channel, as well as Shut UP! Cartoons, one of the fastest-growing YouTube premium channels. The network has attracted over 14MM followers combined across its dedicated social media profiles. Alloy Digital delivers digital campaigns for **FORTUNE 500** advertisers and has received multiple industry accolades, including the prestigious **ADVERTISING AGE Media Vanguard**, an **OMMA Award** and a **DIGIDAY Video Award**.

Media Contacts:

Jodi Smith
Alloy Digital
212-329-8359

Jim Benson
The Lippin Group
(323)965-0996