



WildTangent Wins 2007 MIXX Award

Leading Online Game Network's "Spider-Man 3" campaign wins top award in Direct Response/Lead Generation category

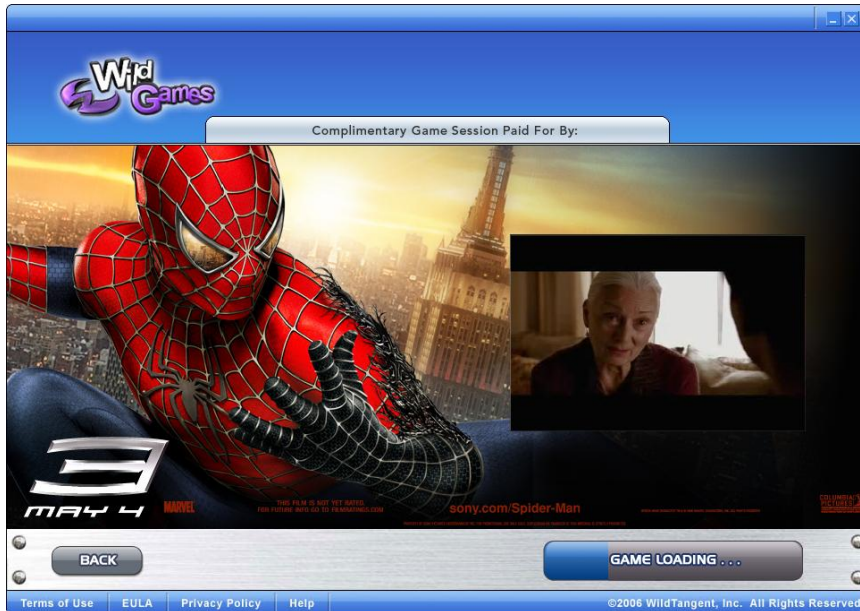
REDMOND, Wash. – September 26, 2007 – Just one month after being named the fastest growing online game property in the world by comScore, WildTangent has been awarded the 2007 MIXX Award for best Direct Response/Lead Generation advertising campaign. The company's campaign for the hit movie "Spider-Man3" grabbed top honors at last night's MIXX Conference and Expo in New York City's Gotham Hall sponsored by the Interactive Advertising Bureau (IAB) and Adweek Magazine. The win comes as WildTangent is experiencing triple digit growth in its in-game advertising business.

"We are honored to be recognized for the dramatic results that can be achieved through video game advertising," said Dave Madden, executive vice president of WildTangent. "The 'Spider-Man 3' campaign was a perfect example of how marketers can build engaging relationships with gamers by enhancing and improving their entertainment experience. The success of the 'Spider-Man 3' campaign demonstrates that gamers really appreciate brands that sponsor free access to premium game play."

As part of the three-pronged campaign, WildTangent launched a "Spider-Man 3" branded game channel, which resided within the WildTangent Game Console an iTunes like solution for gaming enabling easy search, discovery and management from a catalog of hundreds of premium titles that ships pre-loaded on more than 25 million consumer PCs in North America annually. The branded channel featured a suite of free Spider-Man 3 advergames that were hosted on the Spider-Man 3 website but editorially integrated into WildTangent's offering.

In addition, WildTangent customers were able to take advantage of the company's proprietary Sponsored Sessions™ platform offering players free access to action games

in exchange for engaging with a unique 965X430 video movie trailer of “Spider-Man 3.” Players had the option of playing for free compliments of “Spider-Man 3” or paying for a game session using WildCoins, virtual currency valued at about \$.25 each.



Finally, WildTangent promoted the games and the movie through the ‘Featured Promotions’ section of its game console, an iTunes like solution for gaming enabling easy search, discovery and management from a catalog of hundreds of premium titles that ships pre-loaded on more than 25 million consumer PCs in North America annually.

The results of the multi-faceted campaign were staggering. The ad unit in the “Spider-Man 3” branded channel received a 12.2 percent click-through rate to the Spider-Man 3 site, while the click-through rate from the Sponsored Session™ creative and trailer was 14.7 percent. More than 900,000 gamers played the Spider-Man 3 mini games and visited the movie’s website from the campaign.

For more information about WildTangent visit www.wildtangent.com.

About WildTangent

Founded in 1998, WildTangent is the fastest growing online game property in the world with 11.5 million unique monthly gamers (comScore – July 2007) offering hundreds of the most popular online and downloadable games from the world’s top developers and publishers including its own WildStudios which publishes Polar Bowler, Penguins, Fate and many more.

The WildTangent Games Console ships directly on the desktops of leading PC manufacturers including Dell, HP, Gateway and Toshiba, representing more than 25 million new consumer PCs annually in North America. Gamers of all ages and demographics play more than 250 million game sessions a month across the WildTangent game network.

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