

# WildTangent®

## WildTangent Adds Top Mobile Games to its Android Service

*AirAttack, Burn The Rope and Farm Frenzy among new games added*

**Redmond, WASH. and KYIV, Ukraine – October 18, 2011** – Today at Casual Connect Kyiv, WildTangent announced new partnerships with several mobile game developers bringing new premium games to its play free and rent Android service. WildTangent's game service, recently launched on T-Mobile, provides a variety of quality games that appeal to game players of all types and interests.

New developer partners include Angry Mob Games, Art In Games, Big Blue Bubble, Concrete Software, HandyGames, HeroCraft and Polarbit. Some of the popular titles from these developers include *Aporkalypse, Burn The Rope, Doodle Jump, Farm Frenzy*, and *PBA Bowling 2*, as well as action titles *AirAttack, Guerilla Bob, Guns'N'Glory*, and *Reckless Racing*. WildTangent will offer the full, premium versions of these games and add new games daily.

In the WildTangent curated game service, consumers can quickly and easily find games by genre and game type through WildTangent's intuitive user interface. Additionally, players will always have the superior choices of playing or receiving in-game items for free through WildTangent's BrandBoost advertising platform. They can also rent for as little as \$0.25 by using WildCoins, WildTangent's virtual currency, or purchase games.

"Our Android service is growing, and growing fast," said Sean Vanderdasson, senior vice president at WildTangent. "We offer both game developers and consumers the best choices in mobile gaming today and the adoption of our service reflects that. Our rental option and unobtrusive ad-sponsored game play is helping end the era of buy 'and hope it doesn't suck' before download and ridiculous in-game ads that have been destroying games and gaming experiences for millions of mobile game players."

"With the number of Android devices exploding and getting exposure on the Android Market becoming more and more difficult, we are excited to be able to work with WildTangent to find new ways to monetize our premium content," said Keith Pichelman, CEO of Concrete Software. "We are very happy to be a part of the proven model WildTangent has created and brought to their new Android service."

"We are thrilled to be joining WildTangent's Android service," said Bryan Davis, director of business development at Big Blue Bubble Inc. "We currently have *Burn The Rope* and will soon be releasing four new titles. *Burn The Rope Worlds, Fling a Thing, Hamster Cannon*, and *Dark Incursion* will all add to our ever growing list of Android titles and customers will have the opportunity to play these through WildTangent's service."

“HandyGames is a pioneer in the mobile games 2.0 age and a strong supporter of AAA Android titles,” said Christopher Kassulke, CEO at HandyGames. “Renting a game is another milestone in providing HandyGames’ quality portfolio to consumers. That’s the reason why we are supporting WildTangent.”

### [About WildTangent](#)

WildTangent ([www.wildtangent.com](http://www.wildtangent.com)) operates a cross device games service that allows consumers around the world to access games through one convenient Games App. Fueled by our digital currency, [WildCoins](#), and a proprietary ad platform, [BrandBoost](#), the service delivers the most cost efficient way to play games. Consumers can play premium games for free courtesy of brand advertisers, rent games for a fraction of the retail price with 100% of rental going toward the purchase price, or buy them outright. The service also offers social games and free online games. Players can purchase in-game items at discounted rates with WildCoins or receive them as gifts from advertisers.

[WildTangent Media](#) powers advertising for a growing portfolio of 3<sup>rd</sup> party mobile, online and social game developers enabling brands to reach more than 175 million monthly players worldwide with engagement based advertising through our BrandBoost network. BrandBoost has been adopted by premium publishers like Crowdstar, Playdom, Sony Online Entertainment and DreamWorks and is utilized by major global brand advertisers like Unilever, P&G, Microsoft, Kraft and others.

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