

# WildTangent®

## WildTangent Games App Now Available Worldwide for Android Devices

*New mobile app offering top quality games ready for download*

**Redmond, WASH. – November 9, 2011** – WildTangent today announces worldwide availability of the WildTangent Games App for Android, a new curated service that offers top quality games for free, rental or ownership in one convenient mobile app.

WildTangent's Android service is based on its online/PC service currently enjoyed by millions of monthly active users. The service leads users to the best games for casual, family and enthusiast players and is the only environment that allows consumers to rent, own, or play games for free, offering them the ultimate choice to play their way. Premium games are continually added to the WildTangent service with recent titles including *Doodle Jump*, *Fruit Ninja*, *Kona's Crate*, *Air Attack HD*, *Call of Duty: Modern Warfare 2*, and *Raging Thunder*.

"Making games great fun to play is what we love to do most. We put our entire heart into trying to satisfy everybody," said Mitri Wiberg, CEO at Polarbit, makers of *Raging Thunder*. "We are very excited to work with WildTangent on this amazing opportunity. We believe they've come up with a great idea, a rental model that can satisfy most customers by letting them try and find the right content."

The WildTangent Android game service, recently launched on T-Mobile, is also preloaded on a number of new Android tablets, including the Samsung Galaxy Tab 7.0 Plus, Sony Tablet S and dual-screen Sony Tablet P, Storage Options Scroll Excel, and ViewSonic ViewPad 7e.

"WildTangent's highly curated service makes game discovery enjoyable, giving players the unique opportunity to try premium games for free for hours before deciding to rent or buy them," said Michael Holstein, vice president of business development at ViewSonic. "WildTangent gives players choices and we believe our tablet owners who enjoy great entertainment will truly value those options."

"Smartphones and tablets are a great fit for our service as we pride ourselves in offering the best entertainment value for game players," said Sean Vanderdasson, senior vice president at WildTangent. "Just like movies and music, consumers prefer to own some titles, rent some and watch some for free, and we've brought these same options to games. With our new Android service, game developers will expose their games to widest audience possible, using the most comprehensive business model in the games industry."

Consumers using smartphones or tablet PCs with Android OS 2.2 or higher can now download the WildTangent games app by going to [www.wildtangent.com/GamesApp](http://www.wildtangent.com/GamesApp). The WildTangent Games App for Android is available in the English language only. Learn more at <http://www.wildtangent.com/offers?k=android>.

WildTangent's virtual currency, WildCoins, is accessible across multiple devices and platforms and can be used to rent or purchase games. Game rental prices vary by game, with many 24-hour game rental sessions starting at as little as \$.25 (12p or 0,14 €) or one WildCoin. 100% of rental goes towards ownership the game.

### [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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