



Boonty and WildTangent Strike Exclusivity on Digital Distribution in Europe and Asia

Blockbuster Titles Like BlasterBall Or Polar Bowler Will Be Made Available For Trial And Purchase

LOS ANGELES -- May 18, 2005 - Boonty Inc., a global leader in the downloadable games business, and WildTangent®, the leading online game publisher, have announced an exclusive online distribution agreement for Europe and Asia territories and continuance of their non-exclusive arrangement in the US. The agreement underscores both companies commitment to maintaining a dominant, world-wide position in the development and distribution of premium online gaming content, completely free of spyware/adware.

According to Boonty co-founder and CEO, Romain Nouzareth, the partnership represents a new model for publisher/distributor in the digital age, as both companies compliment one another's strengths in an increasingly competitive market environment. "Leveraging our extensive global partner network, we are able to provide WildTangent with an ideal and exclusive distribution platform from which to tap into European, North American and Asian consumers. In turn, WildTangent is creating premium quality, compelling, entertaining games that specifically address these respective local markets without encroaching on the privacy concerns of the consumer," declared Nouzareth.

Pointing to the growing consumer appetite for casual games distributed via the Internet, Alex St. John, founder and CEO of WildTangent, explains, "While we have experienced tremendous growth and success by focusing our marketing and product development on the North American marketplace, in order to remain competitive, we need to be a global player in the gaming universe. By partnering with Boonty, we are able to tap into their customer-base where Boonty has been an established leader since 2000 and drive sales, brand recognition and reach."

Boonty offers an extensive library of WildTangent games in its catalog, all available for free trial and purchase. The games offer something for everyone and appeal to the widest possible audience thanks to their stunning graphics, simplicity in design and exciting gameplay.

Additionally, all WildTangent games, as well as Boonty's complete catalog of games, respect the privacy concerns of its users and are free of all spyware and other forms of computer infiltration software. "This is a major differential between Boonty, WildTangent and other distributors and publishers of downloadable games," adds Nouzareth.

"We look forward to entering new markets through our relationship with Boonty and serving our games

to a worldwide audience," comments St. John.

About Boonty Inc.

Headquartered in New York with offices in Paris, Singapore, Seoul and Tokyo, Boonty is a recognized global leader in the digital distribution games business. Providing a fully customized gaming solution for leading ISPs, portals, computer manufacturers and internet communities, Boonty boasts the largest distribution network worldwide with a total reach of over 300-million unique users and features a try-before-you-buy commerce model. With more than 1,500 in its games catalog, Boonty has secured distribution agreements spanning all major categories - from hardcore/enthusiast to casual games, and includes the leading publishers in the industry. For more information, visit Boonty at www.boonty.com.