



WildTangent Adds Club Penguin to Game Service

Disney's popular virtual world now available to millions of online gamers directly from their desktops using the WildTangent ORB game service

REDMOND, Wash. – July 1, 2009 – WildTangent, the leading online game publisher and vertical ad network, today announced it has added one of the world's most popular and successful children's virtual worlds in history – Club Penguin – to its growing catalog of casual and core online and downloadable games.

The move provides direct access to Club Penguin for the tens of millions of consumers who own PCs or laptops from Dell, HP, Acer, Toshiba or Lenovo, which all come pre-loaded with the WildTangent ORB game service.

“Few online entertainment offerings have captured the attention and loyalty of kids in the way that Club Penguin has,” said David Worle, senior director of business development at WildTangent. “We are proud to now offer this hugely popular virtual playground to the tens of millions of consumers who already have our game service installed on their PCs.”

Club Penguin is a snow-covered, virtual world where kids of all ages can gather, interact with friends, explore and play games. Club Penguin is free to play, however, extra features such as priority access, exclusive parties and opportunities for players to customize their penguin and igloo require a membership at a cost of \$5.95 a month.

The addition of Club Penguin to the WildTangent game offering further expands WildTangent's move into traditional and MMO gaming. The company is increasingly becoming the one-stop shop for everything MMO from Club Penguin for kids, Virtual Villagers for casual players and even World of Warcraft for core gamers.

About WildTangent

Founded in 1998, WildTangent is the fastest growing online game property in the world with more than 40 million unique monthly gamers, offering the most popular online and downloadable games from the world's top developers and publishers.

The WildTangent ORB™ game console ships directly on the desktops of leading PC manufacturers including Acer, Dell, HP, Lenovo and Toshiba giving it a huge global footprint of connected game playing consumers.

WildTangent offers gamers the opportunity to pay per session with WildCoins™, engage with advertising to play for free, or purchase games outright. Advertisers include 20th Century FOX, Warner Brothers, Paramount, EA, Sony Playstation, Nintendo, Toyota, Honda, P&G, Unilever, Clorox and many others.

For more information visit www.wildtangent.com.

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Media contact:

Sean Sundwall

WildTangent, Inc.

425-497-4601

sean.sundwall@wildtangent.com