



WildTangent Awarded Media and Digital Currency Patent

REDMOND, Wash. – September 17, 2009 – WildTangent, a global games media company operating the fastest growing online games service and the largest game advertising network in the world, announced today that the United States Patent and Trademark Office (USPTO) has awarded the company patent #7,590,601. Granted on September 15, 2009, this gives patent rights to WildTangent for the “licensing [of] media consumption using digital currency.”

“WildTangent has always been a company about innovative technologies, enhanced user experience and diversified business models,” said Matt Shea, senior vice president of product development and technology and co-inventor. “This patent recognizes the hard work we have put into our technology to bring digital media to users and provide a powerful distribution channel and monetization platform for our content partners. With this additional protection to our intellectual property, we can expand our reach of content and services at an even more aggressive pace.”

The patent outlines the invention of users licensing access to media using digital currency, whether paid for directly by the consumer or by a third-party sponsor such as an advertiser.

WildTangent released its digital currency, called WildCoins, in May 2006 to give consumers greater choice and flexibility in how they access and pay for games. This includes support for free play, rental and ownership. Consumers can rent sessions of game play with WildCoins, or play for free when sponsored by an advertiser. Consumers can also buy games outright using their WildCoins.

“WildCoins has proven to be the superior offering for consumers and game developers,” said Sean Vanderdasson, senior vice president of publishing at WildTangent and co-inventor. “Its phenomenal growth, by any measure, is a direct result of the flexibility it offers consumers who can choose exactly how they wish to play games. For game developers, it provides unparalleled opportunities to monetize 100 percent of game play.”

Since its launch, WildCoins usage has grown exponentially, fast approaching one billion coins used. Consumers and advertisers use WildCoins for session-based game play and game purchase across a comprehensive catalog of premium family, casual, and enthusiast games.

The company has more than 20 patents in its portfolio in areas including: digital distribution of applications and media, advertising, multiplayer games, instant messaging, 3D technologies, media licensing and digital currency. In 2005, the company sold patent #6,724,382 “Method and apparatus for distributing and displaying maps electronically” to Google for use with Google Maps.

About WildTangent

Founded in 1998, WildTangent is a global games media company operating the fastest growing online games service and the largest game advertising network in the world. WildTangent has 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 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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