

# WildTangent Launches Digital Distribution Channel with Industry Leaders

*Game developers have access to potential audience of 60 million via major online distributors and OEMs.*

**Redmond, WA, May 14, 2001** - WildTangent today announced it has partnered with industry leaders Hewlett-Packard Company, ATI and InfoSpace to deliver its digital distribution channel that provides consumers with free and fee-based games and entertainment content. A potential audience of 60 million PC users stand to benefit from interactive, animated 3D games, music visualizers and screen savers streamed to their desktops, created by WildTangent and 3rd party developers. Users can choose from a wide range of games-fun, arcade games to in-depth role-playing games (RPGs). The channel also includes a new content partner program for game developers to create leading edge game content for the Internet using WildTangent's interactive media development platform and generate new streams of revenue, allowing developers to sell their games online through WildTangent's distribution channel.

"Launching a distribution channel is a natural progression for us to rapidly deploy our technology and interactive entertainment content," said Alex St. John, co-founder and CEO of WildTangent. "This channel extends the retail shelf into consumers' homes, giving them access to CD-ROM quality content via a narrowband Internet connection."

Hewlett-Packard Company, a leading global provider of computing and imaging solutions and services for individuals and business, has licensed the WildTangent Web Driver™ and is distributing WildTangent games preloaded on its HP Pavilion notebook and desktop PCs.

"With the WildTangent Web Driver, we can offer HP Pavilion PC users premier interactive multimedia game and entertainment content," said Carol Ozaki, product manager, HP Mobile Computing Division. "For our customers' satisfaction, this streamed Web-based content has been tested and preloaded onto HP Pavilion PCs."

ATI, a world leader in graphics, video and multimedia solutions, has licensed the WildTangent Web Driver for distribution with all of its retail offerings as well as with specific OEM customer solutions. ATI plans to distribute a CD featuring WildTangent games with its products in the U.S.

"With this announcement, ATI and WildTangent customers will soon have access to the best 3D graphical experience available on the Web, brought about by two of the industry's top technologies - ATI graphics processors and WildTangent's flexible Web Driver," said Rick Bergman, Senior Vice President, Senior Vice President of Marketing and General Manager, Desktop Marketing, ATI Technologies Inc.

"Together, ATI and WildTangent are helping to proliferate 3D and interactive media on the Internet in a visually stimulating, feature-rich and high-quality manner."

InfoSpace and WildTangent have teamed to deliver games, music visualizers and other entertainment services to broadband and narrowband partners. "The addition of WildTangent's interactive games and other services strengthens the PC capabilities of our recently announced cross-device games platform," said Jason Robar, InfoSpace lead program manager, games group. "Our goal is to deliver the best gaming experience possible across wireless, broadband and narrowband devices. WildTangent is a great partner in the narrowband and broadband PC space, as their games provide a high-quality, scalable, entertainment experience," Robar added.

The content partner program element of the network allows developers to take their content to the Web and generate revenue by selling it online through multiple distribution points. Using WildTangent's Web Driver technology, game developers can create entertainment content in a fraction of the time it takes to author a CD title, and release the game all at once or episodically through multiple online and OEM destinations.

"WildTangent's content partner program expands the range of opportunities available to developers today," said Anthony Campiti, president of Sunstorm Interactive, makers of the best-selling Deer Hunter game series. "Not only has WildTangent's Web Driver technology provided the platform for the next generation of entertainment content but now they are making it even easier for developers to explore new Internet business models. In essence, they're giving developers a road map to making money on the Internet today."

This program creates a path for developers to realize a greater return on their efforts, and encourages experimentation in the industry," said Wyeth Ridgway, president of Leviathan. "This is a great step forward for the distribution of games on the Internet."