



## **WildTangent Launches 'Enthusiast' Game Channel**

*Relaunch of company's web site reflects explosive growth in online games  
among young males*

**Redmond, WA, September 24, 2007 - REDMOND, Wash.** -- WildTangent, Inc., the world's fastest growing online games property, today launched a revamped version of its [www.wildgames.com](http://www.wildgames.com) web site featuring better categorization, new games and a new channel reflecting the rapidly growing online gaming category the company calls 'enthusiast' gaming. Popular titles in the new enthusiast channel include AdventureQuest, DevastationZone Troopers, Fate and Blackhawk Striker 2.

While casual games, which are usually puzzle or word games targeted at females, have grown at a steady rate for several years, WildTangent has developed a loyal following with 'enthusiast' gamers, or young males who demand more advanced, console-quality games similar to what they've been playing on XBOX or the Nintendo Wii.

"The greatest growth potential in online games is not with casual puzzle and word games made for mom," said Alex St. John, CEO of WildTangent. "The real action is with the young male enthusiast gamer, the same group we've been building games for since 1996. The improvements we've made to our web site and the addition of new enthusiast games to our catalog is only the very beginning of what we have in store for young male enthusiast gamers looking for a console-quality gaming experience on their PC. There is much more to come."

WildTangent has long been a leading developer and publisher of console-quality online titles such as Polar Bowler, Polar Golf, Blackhawk Striker and the award-winning role-playing game Fate. The company also offers gamers popular enthusiast titles from leading developers such as x, y and z.

"There's a rapidly growing group of online gamers, mostly young males, who aren't interested in playing puzzle or word games," said Michael Pachter, video games analyst for Wedbush Morgan Securities. "What WildTangent is offering enthusiast gamers is a place to play high-quality games that look, feel and play like the ones they play on their traditional video game consoles. While this is good news for WildTangent and enthusiast gamers, it's even better news for advertisers trying reach this important but elusive demographic."

The growth of enthusiast gamers is great news for PC manufacturers whose hardware superiority over traditional game consoles positions them well to continue attracting gamers to the PC platform.

"Our customers continue to tell us they want their PC to have the same type of high-quality games that they find on their XBOX, PS3 or Wii," said VP at OEM X. "By partnering with WildTangent, we are able to offer our customers the great HP laptop or desktop PC they are used to with console-quality games at an affordable price."

To check out WildTangent's new enthusiast channel, visit [www.wildgames.com](http://www.wildgames.com).

### **About WildTangent**

Founded in 1998, WildTangent is the fastest growing online game property in the world with 11.5 million unique monthly gamers (comScore – July 2007) offering hundreds of the most popular online and downloadable games from the world's top developers and publishers including its own WildStudios which publishes Polar Bowler, Penguins, Fate and many more.

The WildTangent Games Console ships directly on the desktops of leading PC manufacturers including Dell, HP, Gateway and Toshiba, representing more than 25 million new consumer PCs annually in North America. Gamers of all ages and demographics play more than 250 million game sessions a month across the WildTangent game network.

For more information visit [www.wildtangent.com](http://www.wildtangent.com)

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