

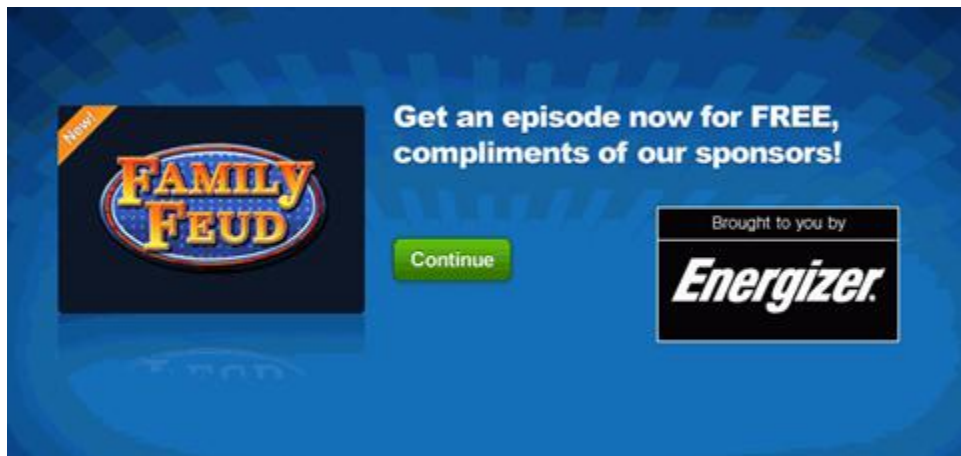
# WildTangent®

## Hit Social Game Family Feud Integrates WildTangent's BrandBoost™ Platform to Enable Ad-Supported Play for Social Gamers on Facebook® Platform

**REDMOND, Wash. – July 22, 2010** – WildTangent is announcing today that social games publisher iWin has incorporated WildTangent's BrandBoost into *Family Feud*, one of the top games on Facebook Platform.

The BrandBoost platform is empowering Family Feud's seven million monthly users to unlock complimentary game episodes and other game content by engaging with premium video and interactive rich media ads.

"BrandBoost gives us a scalable, advertising model that seamlessly integrates brands into the gameplay flow while delivering value to players," says Peter Negulescu, president of iWin. "Now we can keep players who might not have the means or desire to purchase episodes involved in the game for longer periods of time."



According to *Inside Social Games*, a tiny percent of the overall social games population-- well below 10 percent--will ever actually pay for virtual goods or currency, leaving a huge opportunity for brands to step in and help developers monetize the other 90 plus percent of users who are not spending real money.

Globally, there are more than 200 million people playing games on Facebook each month; and in the US, Facebook users are expected to spend \$1.6 billion this year on virtual goods, according to ThinkEquity.

"So far advertising has remained only a small part of the social games industry's revenue, which we attribute partially to the lack of standardized ad units for games," said Atul Bagga, analyst with ThinkEquity. "However, we believe that consumers value the content and are willing to engage in or watch ads in lieu of in-game currency, which leads us to believe that it could be a compelling opportunity for the publishers as well as for the advertisers."

### **About WildTangent**

WildTangent is an interactive entertainment and media company with two business segments: WildTangent Games and WildTangent Media. WildTangent Games offers a diverse portfolio of premium gaming content to millions of casual, family and hardcore gamers around the world. WildTangent Media connects brand advertisers with targeted gaming audiences across WildTangent Games, Facebook, and many other popular online game destinations.

### **About BrandBoost**

BrandBoost™ is WildTangent's patented advertising platform that enables consumers to unlock premium game sessions and virtual goods by engaging with brand advertising. BrandBoost works across all types of online games including social games, subscription based and free-to-play MMO's, virtual worlds and downloadable games. BrandBoost provides *value exchange advertising*. By choosing to engage with a brand, consumers get access to game sessions or virtual goods for which they would otherwise have to pay.

### **About iWin, Inc.**

Founded in 2001, iWin is a leading publisher and developer of online casual games for the mass market. The company operates iWin.com, is visited by millions of customers every month and offers hundreds of downloadable games, multiplayer games and ad-supported games provided entirely free to the end user. As a multi-platform publisher of casual games, iWin provides extensive resources, financing, marketing, and distribution services to independent game developers throughout the world. iWin has offices in San Francisco, Seattle and Kiev, Ukraine. Visit iWin at [www.iwin.com](http://www.iwin.com).

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