



## WildTangent Powers HP Games Console

*WildTangent will offer access to popular games to HP consumer Desktop and Notebook PC customers worldwide*

**LOS ANGELES (APEM) – October 18, 2007** – WildTangent, Inc., the fastest growing online game property in the world, announced today that its gaming platform will be used to power the HP Games Console on new HP consumer Desktop and Notebook PCs shipped worldwide. This expansion of the existing relationship with HP will allow WildTangent to offer premium gaming options to HP PC customers around the world, planned to begin in January 2008.

The HP Games Console, which features family-friendly parental controls, comes pre-installed with up to 30 of the most popular arcade, puzzle, card and enthusiast games from leading developers, including WildTangent Game Studios, PlayFirst, Sandlot, Popcap, Eidos and Vivendi Universal<sup>1</sup>. Customers can browse the entire WildTangent game catalog of more than 400 titles, and purchase and download them directly through the HP Games Console<sup>2</sup>, or by visiting <http://hp.wildgames.com>.

“HP alone represents a larger distribution platform for games than any next-generation gaming console in the world,” said Alex St. John, chief executive officer of WildTangent. “We will offer HP customers around the globe a catalog of hundreds of popular casual and enthusiast games localized in all major languages.”

Industry research has shown that more and more consumers are buying computers with gaming in mind. According to a recent study by the Stanford Institute for the Quantitative Study of Society, playing games is the top online activity on a PC after chat and e-mail. Jupiter Research has cited games as the largest and fastest growing market for digital content.

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<sup>1</sup> Some games may be limited during trial periods. Full version games may be purchased at any time

<sup>2</sup> Downloads require Internet access and is not included.

“We are finding more and more that as consumers look to buy their next PC or laptop, they are looking with a bias toward machines that can deliver a console-like gaming experience,” said Billy Pidgeon, program manager, Consumer Markets, at IDC Research. “PC manufacturers are responding by offering consumers affordable computers with computing power equal to or greater than what the popular consoles have to offer.”

In June 2007, WildTangent conducted a survey of more than 9,000 customers who rated game playing as the most important computer entertainment activity ahead of listening to music, searching for news or watching movies. In the same survey, more than 80 percent of respondents said gaming capabilities were a consideration when considering which PC to purchase.

“As PC gaming continues to grow in popularity, our customers around the world are looking for an easy-to-use, robust way to access games on their PCs,” said Bob Lund, general manager, Internet Services & Software Attach, Personal Systems Group, HP. “By providing customers with out-of-the-box access to popular casual and enthusiast games, HP is making the computer more personal while offering customers the additional value they expect.”

The WildTangent-powered HP Games Console will offer gamers three easy choices for obtaining access to game play: (1) retail purchase of a game – approximately \$20 per game; (2) a revolutionary game currency called WildCoins™, which lets consumers pay as little as \$.25 USD for a 24-hour game session; or (3) Sponsored Sessions™, which offers gamers a free, ad-supported, game session<sup>3</sup> compliments of one of WildTangent’s top-name advertisers.

The HP Game Console will be localized in French, Italian, German, Spanish, Chinese (Simplified and Traditional) and Korean.

#### **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 WildTangent Game Studios which publishes Polar Bowler, Penguins, Fate and many more.

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<sup>3</sup> Up to 24 hour game session. Idle time of 45 minutes terminates session. Scores not saved from game to game.

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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