

WildTangent creates online game for Sony Pictures Entertainment's A Knight's Tale

WildTangent's technology allows entertainment companies to promote on the Web like never before

Redmond, WA, March 19, 2001 - WildTangent today announced an alliance with Sony Pictures Entertainment (SPE) to develop a highly interactive, online game to promote Columbia Pictures' A Knight's Tale, starring Heath Ledger. An audio visualizer and play-by-email game will precede the release of the medieval adventure, set to hit theaters on May 11th.

"WildTangent's technology is an ideal vehicle for Sony Pictures to entice audiences and build excitement for our movies," said Dwight Caines, Vice President of Internet marketing strategy for Columbia Pictures. "The combination of interactivity and animation is so extraordinary, it takes the audience to new heights, immersing them in the film's actual environment. This is the first of many projects with WildTangent."

"The ability to deliver and experience CD-ROM quality games and media over the Internet is a dramatic shift, one that takes Web multimedia a huge leap forward," says Tim Chambers, Senior Vice President of Sony Pictures Digital Entertainment's Advanced Platforms Group. "WildTangent's technologies help us to continue to evolve the Web as a key entertainment platform."

"Intertwining big screen entertainment experiences with highly interactive, online content is a growing trend in interactive media promotions and advertising," said Alex St. John, co-founder and CEO of WildTangent. "We are leading this new space due to the power and flexibility of WildTangent's Web Driver™ and the limitless possibilities of the imagination. Our technology is making it practical for Hollywood to make online games an integral part of their movie promotion and merchandising efforts."

The Knight's Tale audio visualizer brings dueling knights to life on your computer screen through music played on a Winamp, Sonique or Ultraplayer. The beat of the music determines the knights' movement, camera angles and lighting. It is scheduled for release at the end of March at <http://www.aknightstale.com> and additional Web sites.

Players can enter the world of A Knight's Tale in the play-by-email game by selecting their knight's strategy and customizing him with equipment-10 sets of armor, 10 swords and 10 shields. Opponents are challenged via email and players vie for honor, glory and bragging rights on the Arena Web site where their knights join battle in real-time 3D combat. The more battles the knight wins, the more gold he collects and his skill level improves. The gold can be exchanged for training and upgraded equipment. The game plays in three modes: window, letter box and full screen. Unlike traditional 3D video games, Knight's Tale is a Java application that runs inside the Web browser making it an integral part of the

<http://www.aknightstale.com> Web site. Players can send in their moves and visit the Web site at anytime to see how their battle played out without having to deal with enormous downloads, or network latency problems to participate. The game is set for release in mid-April at <http://www.aknightstale.com>.