

Leading Brands Choose WildTangent to Deliver Online Games

Leading Online Game Publisher embraced by FOXSports, FX Networks and others to extend their brands into an immersive, interactive medium

Redmond, WA, April 3, 2003 - WildTangent®, Inc., the leading online game publisher, today announced new agreements with a broad range of companies including FOXSports, FX Networks and Pepsi International, to deliver online games to millions of consumers.

"We are extremely pleased to be working with leading companies to deliver compelling online games that offer rich, immersive gameplay and use the power of the Web Driver platform to harness the full potential of the PC and the Web," said Alex St. John, CEO and founder, WildTangent, Inc. "Today's announcements demonstrate that online games are truly an effective and immersive advertising medium with unlimited potential to uniquely connect brand marketers to millions of consumers worldwide."

Companies Embrace WildTangent WildTangent offers seamless game development and distribution solutions to brand marketers, media companies and others looking to develop and distribute commercially sponsored games for integrated advertising and direct marketing campaigns. WildTangent-published games offer unmatched quality, including full screen immersion, fast action responsiveness, and console-quality graphics, along with Internet distribution that makes the games easily accessible by millions of consumers worldwide.

Announced today, the following major brand marketers engaged the publishing strengths of WildTangent to develop these compelling online games:

- FOXSports Hit the Pros 2003 - Developed by WildTangent and FOXSports.com, Hit the Pros 2003 is the latest version of the most realistic and dynamic online baseball game ever created. Hit the Pros is the only game to incorporate real-time pitch data from Major League Baseball games. Hit the Pros is available for \$19.95 at www.hitthepros.com.
- Pepsi Shootout - Soccer fans around the world can test their goal scoring skills and compete for standings on the worldwide leaderboard. The game is part of an integrated international advertising campaign that features David Beckham, Juan Veron and other soccer stars. It is available free at www.pepsifootball.com.
- FX Networks' Lucky - Developed by WildTangent's in-house development studio, Lucky is designed to promote FX's new show of the same name starring John Corbett. Lucky is available for free at www.fxnetworks.com.

In addition to the Lucky game, WildTangent also developed an "Upfront" presentation for FX to use this spring in showcasing their fall lineup to media buyers. FX Networks is the first cable network to take their presentation to the next level, by using a video game look and feel instead of the standard video

presentation. The presentation includes characters from FX Networks' hit shows as well as voice-overs from the actors themselves, including Michael Chiklis, star of The Shield.

"We are excited to be partnering with WildTangent to utilize a cutting-edge online game to promote the new Lucky series in a unique and innovative way that engages viewers and attracts new fans of the show," said Chris Carlisle, executive vice president, marketing and promotions, FX Networks. "The game truly captures the show's look and feel and allows players to experience first-hand the challenges and shady characters Lucky faces in the series."

WildTangent publishes and distributes games through a broad network of distribution partners, including leading PC manufacturers, major ISPs and recognized game portals such as HP, Compaq, Logitech, Shockwave, IGN, GamePro, Verizon, EarthLink, BellSouth and Road Runner.

Game Publisher and Distributor In addition to publishing games for brand marketers, WildTangent has published popular games for sale to consumers, including the hits Blasterball 2, Blackhawk Striker and Excavation; publishing over 25 games developed by WildTangent's in-house studio as well as third party developers in the last year alone. With more than 38 million Web Driver™ downloads, WildTangent has an active base of consumers spanning the spectrum of casual to console players.

About WildTangent

WildTangent, based in Redmond, WA, is the leading online game publisher. Founded in 1998, the company's Web Driver platform leverages DirectX technology to enable the development of high-quality games that can be delivered and played over the Internet. With more than 38 million downloads, Web Driver is the most ubiquitous online gaming platform on the market today. WildTangent can be found online at www.wildtangent.com.