

# WildTangent Hires Former AMD and LocoMotion Studios Executives

*Top talent is drawn to company's vision for creating the Internet's premier multimedia platform*

**Redmond, WA, July 18, 2000** - WildTangent, Inc. announced today the expansion of its developer relations and business development groups through the addition of Vik Long and Kei Taniguchi. Vik Long, a former developer relations manager at AMD, will be joining as a senior technical evangelist in the developer relations group. Kei Taniguchi, recently the director of sales and marketing at LocoMotion Studios, has been named manager of sales and strategic relationships in WildTangent's business development group.

Long and Taniguchi join recent hires Dave Madden, executive vice president of sales, and Dominique McAree, director of sales and business development. Both Madden and McAree joined WildTangent from News Corp., where they headed up the sales efforts of the Internet division, News Digital Media. Over the last five months, WildTangent has grown in size from 30 employees to over 90.

"Attracting expert talent like Long and Taniguchi is key as WildTangent continues to establish its technology as the leading-edge multimedia platform," says Alex St. John, CEO. "The vitality and the future of any revolutionary technology relies on the people behind it. It's very exciting to have so many talented people gathered in one place."

As senior technical evangelist, Vik Long is responsible for evangelizing WildTangent's technology to game and entertainment software developers and publishers.

Long comes to WildTangent with over a decade of experience in the high-tech industry. Prior to joining WildTangent, Long was a developer relations manager for AMD where he evangelized and supported the K6 processor and then the Athlon family of computer processors, which is now recognized as the current CPU performance leader. Previously, he was a senior developer relations PME (Product Marketing Engineer) at NEC for the PowerVR 3D graphics accelerator chip, which Sega incorporated in the Dreamcast console system.

Long started his career in high-tech as a journalist with Ziff-Davis, a large family of computer-related media. In addition to his stints on the editorial staff of both business and consumer media (Computer Life and Computer Shopper, respectively), he also wrote numerous features for Computer Gaming World.

Kei Taniguchi joins WildTangent as manager of sales and strategic relationships where his goal is to promote WildTangent's cutting-edge multimedia content and technology to major corporations. Prior to WildTangent, Taniguchi was the director of marketing and sales at LocoMotion Studios, a full service motion capture studio and animation services company in Austin, Texas.

Previously, Taniguchi was also the senior sales manager in charge of interactive ad sales for Cox Interactive Media where he was responsible for [greatoutdoors.com](http://greatoutdoors.com), one of the premiere specialty sites among the Cox-owned city sites.