

WildTangent.

WildTangent Media Hires Mark Donohue to Lead Company's Rapid Growth in Social and Mobile Advertising

Redmond, Wash – November 3, 2011 – Mark Donohue joins WildTangent as senior vice president of its advertising division, WildTangent Media. Donohue, previous Sony Digital Ad Sales senior vice president, will lead WildTangent's ongoing rapid growth in advertising.

Donohue will drive key initiatives across social and mobile gaming, lead the company's continued international expansion and manage a growing team with offices in New York, San Francisco, Chicago, Redmond, Los Angeles, Toronto and London.

"WildTangent is just beginning a new era in mobile gaming," said WildTangent's CEO Mike Peronto. "Mark's deep experience in entertainment and game-related advertising is a tremendous asset to our company and our ambitious expansion plans."

WildTangent Media's global reach has grown to more than 175 million unique game players monthly through social and online games. The company has recently created an Android game service with pre-game advertising as one of the pinnacles of its business model. With pre-game advertising that does not interrupt game play, WildTangent's aim is to treat consumers with the respect they expect from advertising and to provide advertisers with the lean-forward attention consumers will embrace.

Currently, WildTangent is live with its new Android games service on T-Mobile USA. The company also provides relevant in game advertising on Facebook with top Facebook game developers and through its own online game service and affiliates.

Prior to Sony, Donohue worked for Atom Entertainment, now MTV Networks; USA Networks, Tribune Broadcasting and Grey Advertising. At Sony he helped launch Crackle on both Apple and Android. He has an MBA in global branding and resides in New York.

[About WildTangent](#)

WildTangent (www.wildtangent.com) operates a cross device games service that allows consumers around the world to access games through one convenient Games App. Fueled by our digital currency, [WildCoins](#), and a proprietary ad platform, [BrandBoost](#), the service delivers the most cost efficient way to play games. Consumers can play premium games for free courtesy of brand advertisers, rent games for a fraction of the retail price with 100% of rental going toward the purchase price, or buy them outright. The service also offers social games and free online games. Players can purchase in-game items at discounted rates with WildCoins or receive them as gifts from advertisers.

[WildTangent Media](#) powers advertising for a growing portfolio of 3rd party mobile, online and social game developers enabling brands to reach more than 175 million monthly players worldwide with engagement based advertising through our BrandBoost network. BrandBoost has been adopted by premium publishers like Crowdstar, Playdom, Sony Online Entertainment and DreamWorks and is utilized by major global brand advertisers like Unilever, P&G, Microsoft, Kraft and others.

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