



## **Mojo Master® Premieres at the Electronic Entertainment Expo (E3) in Los Angeles**

*WildTangent and AXE Unleash the Unlimited 3D Mating Game for Guys Who Are Ready To Reach the Top of Their Game*

**LOS ANGELES, May 18, 2005** - No other game has tested the skills of a guy's "game" more than Mojo Master. The new online game, sponsored by AXE, the maker of guy's grooming products, and developed by WildTangent, the leading developer and publisher of online games, is debuting for the first time at the Electronic Entertainment Expo (E3) in Los Angeles (Wild Tangent Booth #2773, West Hall). Mojo Master is the first Unlimited 3D mating game that reasserts the age-old question in the minds of single guys everywhere, "What do girls really want?" The game launches online June 20, 2005 and will be available for FREE at [www.mojomastergame.com](http://www.mojomastergame.com). This game is for experts only, which means guys must be age 17 and older to play.

On Wednesday, May 18 and Thursday, May 19 at 2 PM to 3 PM, E3 attendees will also have the opportunity to meet the real life Seduction Compass Girls who are featured in the game, and will be making special guest appearances at the Wild Tangent Booth to sign autographs and participate in photo opportunities.

To get started in *Mojo Master: Play or Be Played*, the player creates a Mojo Master game persona who journeys to the country's most happening hot spots across seven major cities, from Chicago, Miami, Atlanta, New Orleans, Las Vegas, Los Angeles, and New York. Within each city venue, you will encounter up to 100 gorgeous, unpredictable girls and engage in flirtatious interactions.

Guys use the power of the Seduction Compass - a Mojo Master tool, to understand the mysteries of girls as a guide to reach the pinnacle of success. The act of seduction is performed through a series of moves that are collected with time and experience. Guys must play the right moves on a girl after using the Seduction Compass to zero in on her personality archetype. Each of the 100 girls in the game is a unique combination of mental and physical elements: Light, Fire, Earth, Ice, and Shadow.

By playing outrageous moves from the Unlimited Play Book, Mojo Master offers an over-the-top, humorous look at how guys and girls play the mating game. Make a wrong move and the real pain is that your mojo is depleted - even if you get slapped. As the game progresses, girls get a lot tougher to attract and guys will have to work all their mojo magic if they plan to win over all 100 girls and collect them in their mobile phones.

Sponsored by AXE Unlimited, the game lets players prepare for female encounters with AXE products and during an encounter, when in danger of running out of mojo, players can use AXE Unlimited spray as a power-up to get them back on track. The game also features cameo appearances by familiar AXE personalities such as Pitman and Quin the Manequin.

"Mojo Master is the most ambitious development of branded entertainment that any marketer has ever undertaken," said Alex St. John, chief executive officer and founder of WildTangent." "This is a ground breaking game for our technology and Studios requiring all of the expertise we've developed in online game publishing to create and deliver it on an enormous scale. Mojo Master has the production value of a leading edge console title, combined with extensive online community capabilities all in a free online game,"

"The game is a new opportunity for AXE to focus on building its brand through the AXE guys' eyes," said Kevin George, market director, antiperspirants and deodorants, Unilever. "We're tremendously excited to partner with a developer and publisher of Wild Tangent's reputation, who can deliver a game for guys who want to get an edge in the mating game...where there are no limits, no rules, and no shame."

### **AXE Deodorant Bodyspray**

AXE, the maker of guys grooming products, leaves guys smelling great so they can concentrate on more important things - like how to get the girl. While AXE is best known for its deodorant bodyspray, it's also available in an anti-perspirant and deodorant and, new for 2005, a shower gel. Nine scents make-up the AXE fragrance family, including: Unlimited, Touch, Essence, Phoenix, Tsunami, Kilo, Orion, Apollo and Voodoo.

AXE products are available at food, drug and mass outlets at a suggested retail price of between \$3.99 and \$4.99.

### **About WildTangent**

WildTangent, based in Redmond, Wash., 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 100 million downloads, Web Driver is the most ubiquitous online gaming platform on the market today. WildTangent can be found online at [www.wildtangent.com](http://www.wildtangent.com).