

# WildTangent To Launch Online Multiplayer Capability at Game Developers Conference

*Sony Online Entertainment and other industry leaders support WildTangent's vision to raise the bar on Internet media.*

**Redmond, WA, March 7, 2001** - WildTangent today announced plans to release a beta of its new multiplayer capabilities to developers at the Game Developers Conference (GDC) March 20-24. Multiplayer capabilities will expand the functionality of WildTangent's popular Web Driver™ platform, opening the door to a new level of immersive media content. The ability to interact with other online users in real-time will dramatically expand the range of applications developed on WildTangent's powerful interactive media platform.

"WildTangent's multiplayer capabilities enhance the Web Driver's key features, such as shorter development cycles, real time data input and rich media delivery," said Alex St. John, WildTangent's co-founder and CEO. "Increasing interactivity is essential for developers to create the kinds of games users want to play. The caliber of companies looking for this solution is a further example of the need for a broad platform like the Web Driver."

WildTangent's Web Driver has made the most demanding and interactive media technology accessible to every Web developer. The new multiplayer capabilities will allow Web developers to design Web pages in Java or JavaScript that communicate in real-time across a corporate LAN or over the Internet, allowing them to create real-time games as well as collaborative applications for the Web. This allows developers to use their existing skills for creating immersive media content for the Internet.

Today's industry leaders have announced support for this next level of interactive media development:

"Our goal at Sony Online Entertainment is to provide as wide a variety of compelling multiplayer game play as possible," said Scott McDaniel, executive director of marketing and public relations at Sony Online Entertainment. "We feel that WildTangent's new Web Driver technology will allow us to further expand our core base of multiplayer games into broader markets."

"Mattel is committed to providing fun and entertaining experiences to market our toys and family products," said Amy Boylan, senior vice president and general manager of Web and Online Entertainment at Mattel, Inc. "We are enthusiastic about the upcoming launch of WildTangent's multiplayer capabilities and how it could enhance the level of interactivity our audiences experience."

"Human Head Studios is excited by the possibilities this technology brings to the market," said Timothy Gerritsen, business director of Human Head Studios. "WildTangent is poised to deliver the future of

game entertainment and their multiplayer capabilities are just the beginning."

"WildTangent represents the forefront of sophisticated real-time graphics technology, combined with interactive Web-based media at its most intuitive," said Patrick Treloar, director of UK-based WOW Effect. "Using WildTangent's Web Driver technology for our upcoming projects is one that we feel will help to transform the concepts of broadcast/broadband music programming and online gaming as we know it. Their announcements regarding multiplayer games make us all the more excited to be involved."

**About Verant Interactive, Inc. and Sony Online Entertainment** Verant Interactive Inc. is a wholly owned subsidiary of Sony Online Entertainment Inc. Known for its best-selling massively multiplayer online role-playing game EverQuest®, Verant is committed to developing cutting-edge online games and communities such as Tanarus™, Sovereign™, Infantry™ and Star Wars Galaxies™.

Continuing to deliver break-through interactive gaming, Sony Online Entertainment Inc. (SOE), a subsidiary of Sony Corporation and Sony Pictures Digital Entertainment, is a worldwide leader in providing online entertainment. With more than nine million registered users SOE's website, [www.station.com](http://www.station.com) features EverQuest®, the top-selling online PC game title, and such popular attractions for non-paying, casual users as JEOPARDY! Online and Wheel of Fortune Online. SOE distributes online entertainment from Sony Pictures Entertainment, Sony Computer Entertainment America, Verant Interactive and third-party developers. SOE is headquartered in San Diego, California, with additional development studios in St. Louis and Austin.

**About Mattel** Mattel, Inc. is the worldwide leader in the design, manufacture and marketing of toys and family products. The company's best-selling brands include Barbie®, Hot Wheels®, Fisher-Price® and American Girl®. With headquarters in El Segundo, California, Mattel has offices and facilities in 36 countries and sells its product in more than 150 nations throughout the world. The company's website can be found at <http://www.mattel.com>.

**About Human Head Studios** Human Head Studios is a privately held game development company founded in 1997. Based in Madison, Wisconsin, Human Head Studios is dedicated to creating cutting-edge games for the PC platform. Made up of veteran developers from Raven Software, FASA Interactive, Sega, Volition and Fenris Wolf, the Human Heads strive to continue their successful approach toward game design and graphic presentation. Additional information about the Head can be found at the Human Head Studios Web site at <http://www.humanhead.com>.

**About the WOW Effect** The Wow Effect Ltd is a radical UK based start-up focusing on the development of Shared-Space Systems, Virtual Environments and Multi-Player Gaming and development in the context of commercial, creative and experimental hypermedia and entertainment.

Through a research and development based sister organization, The WOW Foundation, they are developing a unique world wide team of contributors & collaborators, drawing on academic and

educational institutions as well as individual talent in tandem with major corporations. Combined with the in-house development of a radical dance music-based gaming project, their expertise in live broadcast capable VR sets provides an exciting edge that represents a completely unique approach to online entertainment.