



OMGPOP.com and WildTangent Enter Exclusive Ad Sales Agreement

REDMOND, Wash. – November 4, 2009 – WildTangent, a global games media company operating the fastest growing online games service and the largest game advertising network in the world, today announced it has signed an exclusive agreement with [OMGPOP](#), a real-time multiplayer games site, to sell all of the teen-friendly game site's premium advertising.

With this partnership, advertisers can now better reach the ever-elusive 15-25-year-old market which is increasingly spending time with [online games](#) at the demise of other entertainment media like TV.

“OMGPOP continues to attract a growing number of teens and college-age kids who consider [playing games](#) to be an integral part of their social and entertainment lifestyle said Dan Porter, CEO of OMGPOP.com. “Through this partnership with WildTangent, we can leverage their advertising platform to help connect world class brands with our users and continue our focus on offering the best in real-time social games free to millions of passionate OMGPOP gamers.

In addition to selling advertising in its owned and operated properties, WildTangent has signed deals with several leading online game properties over the last year including Sony Free Realms, PopCap, PlayFirst, Artix and Jagex, to launch a vertical ad network that now reaches more online gamers than any major portal or online game publisher in the U.S.

“WildTangent's advertising business continues to grow well beyond market norms because we are focused on scalable engagement opportunities in and around games for leading brands that offer gamers and advertisers a true value exchange,” said Dave Madden, executive vice president of WildTangent. “OMGPOP.com has captured a huge audience of teens and young adults offering advertisers impactful dialogue with these very influential gamer demographics.”

About OMGPOP

OMGPOP, formerly known as iminlikewithyou, is a platform for real time social gaming. The viral gaming site has grown to over a million daily game plays since the launch of its first game 18 months ago and was recently named as one of Time's "50 Best Websites of 2009." The OMGPOP platform allows users to easily play games against their friends or other community members. The community consists mostly of teens and college kids,

aged 15 to 25, with a 50/50 gender split. Average users log in 100 times a month to play games such as [Balloonoo](#), [Draw My Thing](#), [Hover Kart Battle](#) and [Hit Machine](#).

About WildTangent

Founded in 1998, WildTangent is a global games media company operating the fastest growing online games service and the largest game advertising network in the world.

WildTangent has more than 40 million unique monthly gamers, offering the most popular online and [downloadable games](#) from the world's top developers and publishers. The WildTangent ORB™ game console ships directly on the desktops of leading PC manufacturers including Acer, Dell, HP, Lenovo and Toshiba giving it a huge global footprint of connected game playing consumers.

WildTangent advertisers include 20th Century FOX, Warner Brothers, Paramount, EA, Sony Playstation, Nintendo, Toyota, Honda, P&G, Unilever, Clorox and many others. For more information visit www.wildtangent.com or www.wildgames.com.

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