



WildTangent's Strong Growth Continues as Company Exceeds One Million Daily Game Downloads

REDMOND, Wash. – November 2, 2009 – WildTangent, a global games media company operating the fastest growing online games service and the largest game advertising network in the world, announced today that it achieved a new milestone, surpassing 1,000,000 daily game downloads through its WildTangent ORB game console.

On October 24, WildTangent crossed the one million daily download threshold, less than one year after the launch of its popular WildClub program which offers game players of all ages access to the company's patented digital currency, called WildCoins™. WildCoins allow players to rent or purchase any of the nearly 1,000 top and new family, casual and [enthusiast games](#) in the company's rapidly expanding game service.

“WildTangent is one of the few bright spots in an industry that has very recently been hit with layoffs and reorgs that challenge the well-being of even the most well-entrenched companies,” said Michael Pachter, analyst at Wedbush Securities. “WildTangent's diversified business model of free, rent and purchase puts the company in a position to emerge from the economic recession in a great position to extend its growing market share.”

WildTangent has surpassed the one million download threshold during a period that has historically been a lull before the holiday storm. The upcoming holiday season, the release of Windows 7, and an improving economy, has the company bullish that the dramatic growth will continue at an even greater pace.

“As a company, we've made significant changes over the past 12 months. The way in which consumers have embraced the WildClub program and our growing offering has far surpassed even our most optimistic forecasts,” said Sean Vanderdasson, senior vice president of publishing at WildTangent. “We continue to focus on empowering the consumer, expanding our offering and providing a far superior alternative to the ‘try-and-buy’ only model.”

The jump in game downloads and enrollment in its [WildClub](#) program aren't the only evidence WildTangent is experiencing record growth.

According to comScore, WildTangent has seen significant double-digit growth in its web traffic, helping explain the surge in [game downloads](#). Most others in the games industry have experienced double-digit declines.

Monthly Unique Visitors – in thousands (US only)

Company	Sept-08	Sept-09	% Change
Yahoo Games	17,487	15,531	-11%
WildTangent	11,507	16,513	+44%
MSN Games	8,782	7,396	-16%
Big Fish Games	5,190	4,812	-8%

Source: [comScore 10/2009](#)

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 worldwide, offering the most popular online and downloadable games from the world's top developers and publishers.

The WildTangent ORB™ game console has been selected by leading PC manufacturers including Acer, Dell, HP, Lenovo and Toshiba to ship with new computers, 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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