

# WildTangent®

## WildTangent Earns Parent Tested Parent Approved (PTPA) Seal of Approval



**Redmond, WASH. – November 15, 2011** – WildTangent today announced that the WildTangent Games Service has been awarded the PTPA Winner’s Seal of Approval. PTPA Media has North America’s largest volunteer parent testing community, with over 40,000 parents.

The WildTangent Game Service was among many entries from across North America competing to earn the PTPA™ Seal. Because independent parent volunteers evaluate these products in their own homes, PTPA winners are chosen based on merit and consumer experience – not on commercial considerations. As a result, the PTPA Media™ Seal has quickly gained recognition as an international leader in certifying consumer products for quality, effectiveness and value.

“It’s an honor to add the PTPA Seal of Approval for our Kids and Family channels,” said Sean Vanderdasson, senior vice president at WildTangent. “We strive to provide a family-friendly service, and the PTPA Winner’s Seal reaffirms that our service is appropriate for children and families who enjoy quality games from companies such as Disney, Scholastic and Nickelodeon.”

“At PTPA Media, we are proud to play a role in certifying innovative products that families can trust,” says Sharon Vinderine, CEO and founder of PTPA Media Inc. “When consumers search for our Seal of Approval on product packaging and web sites, they are essentially searching for validation from their peers. Their peers will have objectively tested and approved these products based on their performance in a real life environment. That type of resource for families is priceless.”

WildTangent is a unique games service that allows consumers to play for free for hours and rent games for a fraction of the purchase price. With WildCoins, WildTangent’s virtual currency, players save money on rental and in-game item purchases as well as game ownership. Free game sessions and in-game items are also available via WildTangent’s BrandBoost advertising platform.

### [About WildTangent](#)

WildTangent ([www.wildtangent.com](http://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 3<sup>rd</sup> 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.

### **About PTPA Media Inc.**

PTPA Media provides an objective framework for appraising and promoting new products designed to enrich family living. The company's mission is to marry innovative companies with discerning consumers, to improve consumer access to quality products and services for their families and homes.

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