



## **Playdom Integrates WildTangent's New BrandBoost™ Advertising Platform for Social Games**

*One of the world's largest social games developers to tap into ad-supported model for virtual goods and items*

**SAN FRANCISCO (GDC CONFERENCE) – March 12, 2010** – WildTangent, one of the world's largest and fastest growing game services, today announced that leading social game developer Playdom, Inc. is integrating WildTangent's newly launched BrandBoost™ advertising platform into its popular Facebook game, *Tiki Farm*.

With BrandBoost, Playdom can now reward gamers with virtual items and premium social games content in return for the gamer choosing to view a video or rich media advertisement from within their game experience. This ad-supported option supports a recently released Nielsen survey of 27,000 consumers indicating that over 85 percent of gamers would prefer to not pay for their digital games content, highlighting the significant opportunity for trusted brands to play a role in the online games ecosystem.

"BrandBoost offers a new, frictionless option for our players to get access to valuable game items courtesy of trusted brands," said Sean Phinney, vice president of business development at Playdom. "This means more of our players will be able to experience the benefits and thrill of premium virtual goods while playing play Tiki Farm."

Building on the success of the company's Sponsored Session™ advertising model for downloadable games, BrandBoost now makes it possible for leading national advertisers to scale major brand campaigns across the rapidly growing areas of social games, MMOs and virtual worlds with guaranteed engagement and proven results. For gamers, it offers the choice of either paying for game content with micro-currency or accessing it for free by engaging with the brand sponsor.

"The magic of BrandBoost is its unique ability to connect online gamers with premium content in exchange for relevant engagement with the world's most well known brands," said David Madden, executive vice president at WildTangent. "For developers, BrandBoost opens up a completely new revenue opportunity and gives gamers a frictionless way to get free access to content and virtual goods."

For more information about BrandBoost, visit  
<http://about.wildtangent.com/advertise/brandboost>

###

### **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. The WildTangent ORB™ games service ships with new PCs worldwide from Acer, Dell, HP, Lenovo and Toshiba and is currently adding over 3 million new users per month. The service offers consumers the most popular online and [downloadable games](#) from the world's top developers and publishers.

WildTangent's games advertising network reaches over 100 million unique users worldwide across its owned and operated properties and a growing list of partner sites giving brands access to the world's best online gaming content. WildTangent works with global brand marketers such as: P&G, Unilever, General Mills, Kraft, Toyota, Ford, Mazda, Paramount, Disney, Fox, Sony, Electronic Arts, Activision, Microsoft, Nintendo and many others.

For more information visit [www.wildtangent.com](http://www.wildtangent.com) or [www.wildgames.com](http://www.wildgames.com).

# # #

### **Media contact:**

Sean Sundwall

WildTangent, Inc.

425-497-4601

[sean.sundwall@wildtangent.com](mailto:sean.sundwall@wildtangent.com)