



WildTangent Opens Expansive Game Network to Advertisers Through Partnership with 24/7 Real Media

Jeep® Brand and Oakley to Sponsor "Snowboard Super Jam", First Downloadable Game to Feature Dynamic In-Game Ad Serving and Product Placement Reaching Millions of Gamers

REDMOND, WA, April 19, 2005 - WildTangent®, the leading online game publisher, today announced that it has opened up its rapidly growing game network to advertisers, enabling them to tap into one of the fastest growing segments of the video game market: downloadable games. By partnering with 24/7 Real Media, a pioneer in interactive marketing and technology, WildTangent is bringing downloadable games into the mainstream of interactive advertising with the implementation of 24/7 Real Media's Open AdStream ad management system across the WildTangent Games Network. The first downloadable game to feature this new technology, "Snowboard Super Jam", will literally put two prominent international brands, Jeep and Oakley, in the game.

The WildTangent Games Network is comprised of leading game portals, broadband providers, and PC manufacturers. Representing one of the fastest growing segments in the gaming industry, The WildTangent Games Network reaches tens of millions of consumers, boasting more than 150 million game plays in 2004 alone. The downloadable games market caters to a surprisingly broad audience, from young kids and adults to mainstream and core gamers alike. Games are free to demo for a period of time, and consumers can purchase a full downloadable version at a typical price point of \$19.99. IDC predicts that downloadable games sales will skyrocket from \$54 million in 2004 to over \$1 billion in 2008.

To further monetize the explosive growth of downloadable games, WildTangent will deliver targeted and relevant advertising to gamers using 24/7 Real Media's Open AdStream® Central ad management system, which dynamically serves in-game ads and tracks the number and duration of impressions that each ad generates. Open AdStream technology is currently being used by some of the world's top online publishers and currently serves more than 200 billion ad impressions each month.

"In-game advertising and product placements have become a powerful vehicle for marketers trying to reach the growing casual gaming segment of the market, one of the most appealing demographics for marketers today," said Robert Tas, Vice President Technology and Media at 24/7 Real Media. "Our Open AdStream technology will help WildTangent increase the revenue generated by its downloadable games, and deliver relevant results to its marketing partners, while enhancing the realism of its games."

"Snowboard Super Jam", the first WildTangent-produced game to feature dynamic in-game ad-serving, will contextually showcase the Jeep and Oakley products and brand messaging throughout the game.

"Snowboard Super Jam" features rich 3-D graphics, realistic action, and a wide array of tricks, stunts and maneuvers typically only found in console games. Jeep and Oakley will take advantage of dynamic in-game billboards that are contextually integrated into the game environment. The sponsors will also receive premium product placement in the game - for example, game characters will be equipped with the latest Oakley goggles.

"Snowboard Super Jam provides Oakley with the perfect vehicle to reinforce our brand in a relevant and contextual manner to our core audience of sports enthusiasts," said Scott Bowers, vice president of sports marketing for Oakley. "By dynamically embedding the Oakley brand within a high-quality downloadable game, we will be able to test, switch-out, and serve up the Oakley brand in a unique way that resonates with consumers."

"Casting the Jeep brand and Wrangler vehicle into a virtual snowboarding game complements our existing marketing activities at real-world snowboarding events, enabling us to further integrate our offline marketing activities with our online media endeavors," said Jeff Bell Vice President, for Jeep. "WildTangent has helped simplify the process of reaching our audience through downloadable games and has provided us with reporting tools that will help us to measure the effectiveness of our campaigns."

"While WildTangent has built its reputation as a developer and distributor of custom games for brand marketers, downloadable games represents a huge opportunity," said Dave Madden, executive vice president of sales, marketing, and business development for WildTangent. "Through this business we have aggregated a substantial and diverse audience of gamers who are otherwise difficult to reach on an efficient, accountable basis."

About WildTangent

WildTangent, based in Redmond, Wash., is the leading online game publisher. Founded in 1998, the company's Web Driver platform leverages DirectX technology to enable the development of high-quality games that can be delivered and played over the Internet. With more than 80 million downloads, Web Driver is the most ubiquitous online gaming platform on the market today. WildTangent can be found online at www.wildtangent.com.