

WildTangent, Inc. Secures Second Round Financing of \$17 Million

Lead Investments by Greylock and Madrona Venture Group

Redmond, WA, March 7, 2000 - WildTangent, Inc. (www.wildtangent.com), announced today that new investors Greylock (www.greylock.com), Madrona Venture Group (www.madrona.com), and existing investors including New Millennium Partners (www.nmpartners.com) and previous individual investors invested \$17 million dollars of funds in WildTangent. WildTangent is a leader in next generation streaming interactive media, enabling web developers to create and deliver leading edge multimedia content over the Internet via Web page. This second round of financing, led jointly by Greylock and Madrona Venture Group, will enable WildTangent to evolve its technology, expand content development efforts, reach a broader community of web content developers, and establish itself as a leading platform for online multimedia content delivery.

WildTangent's Board of Directors, consisting of company founder, Alex St. John, former Microsoft executive, Cameron Myhrvold, former Four11 executive, Steve Victorino, and Bob Senoff of New Millennium Partners, will be joined by Bill Kaiser from Greylock, Greg Gottesman from Madrona, and an additional board member to be named at a later date.

"WildTangent has a powerful new idea in rich media authoring and distribution for the Internet. We see tremendous potential for them as a new content medium," stated Board Member, Bill Kaiser of Greylock, a Boston-based venture capital firm. Previous investments of Greylock include Spyglass, Media Metrix, DoubleClick, Red Hat Software, and Enliven. Bill Kaiser, a graduate of MIT and Harvard Business School, also sits on the Board of Directors at Red Hat Software and Mainspring Communications.

WildTangent was founded in June of 1998 by former Microsoft executive Alex St. John, with Cambridge mathematician Jeremy Kenyon as the company's CTO. St. John is known for his early work at Microsoft as the creator of DirectX, the family of Windows-based multimedia technologies used by almost all Windows multimedia applications and games on the market today. "DirectX was a very effective technology for enabling developers to create leading edge multimedia content for Windows in 1995," stated St. John. "Now it's time for web developers to have access to the same kind of power from the browser."

WildTangent's current product offerings include: the WildTangent Web Driver, a 300K download that allows IE and Netscape web browsers to stream and play hardware accelerated 2D/3D content, including light games, mapping, greeting cards, and advertising; and the WildTangent Audio Driver, a product that allows web developers to create real-time 3D animations that respond to music streamed from any leading MP3 player including Winamp, Sonique, and UltraPlayer. WildTangent's recently announced Game Driver, to be released to Beta on March 11 during the Game Developers Conference in San Jose, is a technology that allows game developers to create leading-edge game content and deliver it as a streamed application in a web page.