

WildTangent®

WildTangent's New Android Games Service Debuts on Sony's Tablets in Europe

London, UK– November 9, 2011 – WildTangent (www.wildtangent.com) today launched its first Android games service in Europe on the new Sony Tablet S and dual-screen Sony Tablet P. Designed to provide consumers with more choices than ever seen before in the market, consumers can play premium games for free for hours, rent games for a fraction of the retail price or buy games they choose to own. All games can be discovered and played through the games service in Sony's Select App.

The games service features top games such as *Fruit Ninja* from Halfbrick Studios, *Guerilla Bob* from Angry Mob Games and *Doodle Jump* from GameHouse. Designed to appeal to mobile game players with a variety of interests, the games service highlights games based upon popularity and game genre, making top titles easy to find and add to your Sony Tablet.

To celebrate the launch of the service, WildTangent is providing Sony customers an exclusive offer of 20 free WildCoins, offering new users free game plays on the games service.

"Sony's Tablet customers will enjoy mobile games on their own terms," said Sean Vanderdasson, senior vice president at WildTangent. "We know people will appreciate the choice to play a variety of premium games for free, to rent for as little as 12p or 0,14 € or to buy the games they know they want to play again and again."

WildTangent's popular WildCoins virtual currency works for rental, purchase and in-game item purchases. Consumers who already have a WildTangent account on their PCs can also use their WildCoins on the Sony tablets.

[About WildTangent](#)

WildTangent (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 3rd 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.