

WildTangent®

WildTangent Games to be offered on Toshiba's New AT200 Tablet in Europe

Owners of the tablet can rent premium games, or play them for free

LONDON – 23 February 2012 – WildTangent today announced that its Android™ games service will be on European models of the latest Android™ powered tablet from Toshiba, the AT200, which will have general availability in Europe this quarter, varying from country to country. The games service will be available in Europe through Toshiba Places, Toshiba's content and service portal. WildTangent is now also available on Toshiba's existing AT100 tablets. Toshiba is the latest in a number of leading Android™ powered tablet manufacturers who've picked WildTangent to provide high quality games for their users. The WildTangent games service allows consumers to play premium games for free and rent them without committing to a purchase.

"By making great quality, great value content readily available on our devices, we're able to closely match consumer demand," said Thomas Teckentrup, general manager, Software and Services at Toshiba Europe GmbH¹. "Gaming is no exception, and with WildTangent we're now able to give customers more of what they want on our tablets."

"Toshiba is one of the leaders in technology and their new AT200 tablet, the world's lightest and thinnest 10.1" tablet², will be perfect for game players," said Sean Vanderdasson, senior vice president of WildTangent. "Our rapidly growing, curated games service has the most popular games and without question, provides the ultimate choice for consumers to play games, whether it's playing for free, renting or buying games. We look forward to providing Toshiba's AT200 owners in Europe with great games in a simple to use, safe, affordable games service."

WildTangent's virtual currency, WildCoins, works for rental, purchase and in-game purchases. Free game sessions and sponsored virtual items are powered by BrandBoost, WildTangent's advertising platform.

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1. Toshiba Europe GmbH, with its headquarters in Neuss, Germany, is a fully owned subsidiary of Toshiba Corporation, Tokyo. Visit Toshiba's web site at www.toshiba.eu/ and Toshiba Places at www.toshibaplaces.com.

2. As of February 1st 2012 for 10.1" platforms (source: Toshiba)

[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](#) is a digital media advertising platform that connects brands with a highly engaged audience of 175 million consumers across desktop, social, and mobile platforms. Powered by ad products that consistently perform above industry norms and a growing portfolio of 3rd-party game developers, WildTangent Media offers consumers the chance to invite brands into a digital experience they're really enjoying. And in return, they get something they want. Like virtual goods, free play, or premium content, all in the name of an advertiser's brand. It's a "value exchange" approach, where consumers get the rewards they want, instead of interruptions—and where brands make a lasting impression.

WildTangent Media's digital advertising solutions have been adopted by premium publishers like Activision, PopCap Games, Sony Online Entertainment, and DreamWorks, and are utilized by major global brands like Coca-Cola, Unilever, Procter & Gamble, Microsoft, Kraft, Levi's, and others in a variety of brand verticals.

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