

WildTangent Adds Top Gaming Talent

Industry leaders to create cutting-edge content on the Internet's leading multimedia platform.

Redmond, WA, September 6, 2000 - WildTangent today announced the expansion of its content management team with the appointment of three key industry experts. Sanjay Bala-Krishnan has been named senior director of product development; David Schwartz joins as director of product development; and Phil Shenk, director of product development.

"Sanjay, David and Phil each bring a remarkable amount of talent, experience and imagination to WildTangent," said Kevin Gliner, WildTangent's executive vice president of product development. "The addition of these industry experts to our content group will enable WildTangent to produce more of the top-notch entertainment content that our users and customers have come to expect." WildTangent games are featured on several major portals including Microsoft's Zone.com, Infospace, Z.com, and Eruptor Entertainment's site eruptor.com.

Sanjay Bala-Krishnan joins WildTangent as senior director of product development. In this role, he will direct strategy, parlor and flight/space simulation games such as the highly anticipated SabreWing. Before joining WildTangent, Sanjay acted as executive producer of the Simulation Games Division of Dynamix/Sierra where he helped bring successful titles to market including Earth Siege 2, Red Baron 2, Mission Force: Cyberstorm, Aces of the Deep: Command and A-10 II - Silent Thunder. Prior to Dynamix/Sierra, he was a producer at Mindscape where he was responsible for releasing 44 SKU's, including multi-million sellers like Chessmaster 4000, Mavis Beacon Teaches Typing and Nintendo-licensed "Mario Brothers" edutainment games. Bala-Krishnan was the founder of Hesware, once ranked by InfoWorld magazine as the 10th largest software company, and Microsoft's first software company investment.

As director of product development, David Schwartz will lead the development of sports and 3D shooter games, as well as mapping products. He joins WildTangent from Midway where he was the director of technology for Midway's 3rd Party Publishing Group, as well as a lead programmer and project manager for many of the industry's top-selling games. His technical direction was central to the development of popular games such as Mortal Kombat III (PSX), MK Trilogy (N64), Mortal Kombat Mythologies (PSX/N64), Rampage (PSX/N64/PC/Saturn), Mortal Kombat IV (PSX/N64), NFL Blitz (N64/PSX) and NFL Blitz 2000 (PSX/N64/DC).

Phil Shenk brings extensive game development experience to the role of director of product development. He will lead WildTangent's development of role playing games, as well as head up WildTangent's content marketing group. Shenk comes to WildTangent from Blizzard Entertainment where he was most recently a project director and designer for the top-selling Diablo franchise. Shenk previously served as lead character artist for Diablo 2, where he personally designed and created many of the characters and monsters for the game. He was also extremely active in Blizzard's brand development, working closely with partnered companies to push the Diablo franchise forward in many areas, such as the Diablo 2 action figures, the Dungeons and Dragons: Diablo 2 Role Playing Game, the line of Diablo 2 miniatures, and the Film and Writer's Guide to the Diablo Universe.