

# WildTangent's Web Driver™ Reaches Critical Mass as Leading Platform for Premium Online Games

*Web Driver™ distribution surpasses 32 million; consumers played over 30 million Web Driver powered games in past 6 months. Nike, Toyota, TNT, and FOXSports.com among companies who have chosen WildTangent's platform, while BellSouth Internet Services and Verizon Online join WildTangent's Broadcast Games Network™*

**REDMOND, WA, November 6, 2002** - WildTangent, Inc., the leading technology and services provider for premium online games, today announced that distribution of its Web Driver™ client has passed the 32 million mark and consumers have used it to play more than 30 million games in just the past six months, making it one of the most popular premium gaming platforms on the Internet.

Thanks to its leadership position, Nike, Inc., Turner Network Television, FOXSports.com, and Toyota Motor Sales USA have chosen the WildTangent platform to develop games designed to meet a variety of their business and marketing objectives.

"WildTangent is driving online gaming by providing consumers a premium games experience and providing marketers a powerful tool to extend their brands beyond current opportunities," said Alex St. John, CEO and founder of WildTangent. "The success of games such as Nike's 'Scorpion K.O.' and Toyota's 'Corolla Joy Ride' demonstrate the power of premium online games as totally unique advertising vehicles and viable sources of new revenue streams for game publishers."

Unlike other game platforms, the Web Driver interfaces with DirectX, taking full advantage of 3D hardware acceleration to scale content at an optimal level and rate. This allows users to experience the highest quality of graphics and rich game play regardless of the speed of their computer processors or Internet connections. As a result, the Web Driver platform enables the creation and online distribution of premium quality games that support a variety of business models and objectives, including advertising and sponsorship, pay-to-play game channels and subscriptions. The short development cycles (four months vs. the typical 18 months for console titles) also means companies can easily tie Web Driver-powered games into their marketing and advertising plans.

**WildTangent Web Driver is No. 1 Games Platform of Advertisers** Companies including Nike, TNT and Toyota utilized WildTangent games as key components of their major advertising and marketing campaigns.

WildTangent created "Scorpion Knock Out," a retail quality online game that served as a key element of Nike's Global "Secret Tournament" campaign. Developed in cooperation with web developer FramFab

Denmark, Scorpion K.O. allows sports enthusiasts to select their three-man dream team from 24 of the world's most brilliant soccer players, enter training in five skills or opt to jump into tournament play. Other options included email challenges to friends or top overall scorers and players could download an offline version.

"Witchblade: The Game" was designed to promote TNT's original drama series, "Witchblade." Turner Broadcasting's sales organization secured top advertisers Gateway, MCI's 1-800-Collect and Subaru for in-game advertising and on-air spots.

"The game allowed us to break new ground by offering a great game to a fanatical fan base while providing an extension for advertisers," said Blake Lewin, Vice President of Interactive Digital Entertainment. "TNT was pleased with WildTangent's suspenseful and entertaining game that stayed faithful to the show's original vision."

"Corolla Joy Ride" was designed to encourage user interaction with the Toyota Corolla brand in a fun way. The premise of the game was centered around the campaign tagline "The new 2003 Corolla. It just wants to have fun." Once a player chose the car's model and color, the Corolla was dropped by parachute from a plane onto a ski slope, demonstrating the fun nature of the 2003 Corolla. Throughout the game players had the opportunity to email a Corolla themed postcard to a friend, enter a sweepstake, download an e-brochure, locate the nearest Toyota dealer or visit the Toyota website. In the 12-week campaign, more than 750,000 unique users downloaded or played it online.

**Web Driver™ Also Powers Popular Fee-Based Online Games** FOXSports.com and WildTangent have teamed up for "Hit the Pros," the only sports game that uses live telemetry data captured from actual pitches thrown during major league baseball games. Players can choose their batters from 335 MLB players and hit against major league pitchers in 30 stadiums. Tournaments were updated daily along with players' statistics. Players can also email challenge friends. Thousands of players subscribed for the game, resulting in more than a million plays of the game after only 12 weeks.

**WildTangent Broadcast Games Network™ Drives Distribution** Many of the games built on the Web Driver platform are distributed through WildTangent's Broadcast Games Network™ of world-class ISPs, portals and OEMs which now includes BellSouth Internet Service, EarthLink, GamePro, GameSpy Industries, Inc., HP, Optimum Online™: A Service of Cablevision, Road Runner High Speed Online, Shockwave.com, UGO Networks, Inc., and recently announced, Verizon Online.