



## **WildTangent Opens Revolutionary WildCoin™ Accounts for Gamers**

*WildTangent Opens Revolutionary WildCoin(TM) Accounts for Gamers; Arcade Style Payment System for over 250 Games at [www.Wildgames.com](http://www.Wildgames.com)*

**LOS ANGELES – May 11, 2006** - Today at E3, WildTangent Inc., one of the Internet's leading online game publishers, announced plans to launch a revolutionary new currency for game players this summer called WildCoins™. Consumers can use "WildCoins" to pay for games on a per session basis, complimenting the existing \$19.95 try-and-buy model. Sessions can be purchased for as little as one WildCoin™ and gamers can play for as long as they like.

WildCoins™ are virtual tokens with a 25 cent retail value that consumers can earn, win or purchase to play the industries most popular downloadable casual games, including the award winning FATE, Polar Bowler, BlasterBall2 and the stunning new game Penguins!

A major advance in the business model of casual gaming WildTangent has solved a persistent obstacle for consumers and developers with WildCoins™. Today, most casual games have a fixed free trial period of only 60 minutes before the consumer has to purchase the game for \$20 to continue playing. With WildCoins™, WildTangent has enhanced its technology to allow consumers to purchase game play in individual sessions. A session is an unlimited amount of time between when a consumer launches a game and when they choose to close it.

WildCoins™ may be purchased via three distinct plans from as little as \$4.99 making it the most flexible and consumer-friendly payment system available in the market today. Unlike subscription services that bill the consumer a fixed fee no matter how little they use the service, the WildCoins™ Pay-as-you-Play account plan allows the gamer to pay for only as much as they use during the month. With the Starter and Full WildCoin™ account plans, players can automatically purchase WildCoins™ at a discount on a monthly basis. With all WildCoin™ accounts, all unused WildCoins™ rollover so consumers can use them in future months. The Full account plan also includes an allowance feature for multiple family members and is value-priced at \$19.99/mo.

"Game subscription services have always been a bad deal for consumers and game developers" said WildTangent CEO, Alex St. John. "We're very pleased to have found a solution that gives consumers incredible value and total flexibility in how they buy game content, while at the same time fairly compensates all the very talented game developers out there for their great titles."

Over 40 of the industry's top downloadable game developers including HipSoft, PlayFirst, Sandlot and

PopCap have signed on to accept WildCoin™ currency in their games ensuring that all of the most popular online content will be accessible to consumers from downloadable game services that accept WildCoin™ currency. WildCoins™ will first be made available to consumers this summer on [WWW.WildGames.com](http://WWW.WildGames.com).

By this holiday season all major PC OEM's will be distributing WildTangent powered game console applications on the desktops of all new consumer PC's with catalogs of over 250 of the best downloadable games available today, and all WildCoin™ enabled.

“WildCoins™ really captures a whole new segment of the casual games market” said Bryan Bouwman of leading games developer HipSoft, “There are many people who want to play online games in small frequent bursts, for them a session is the perfect unit of game play to buy. WildCoins™ is a casual currency for a casual game market.”

Downloadable games are the fastest growing segment of the game industry today according to IDC research which predicts that sales of downloadable games will exceed one billion dollars a year by 2008 with revenues from advertising and subscription services contributing an additional billion dollars a year in revenue.

Consumers visiting the [www.wildgames.com](http://www.wildgames.com) website in advance of the release of WildCoins™ later this summer can register to be notified automatically and get free WildCoins™ to spend when the service goes live.