

WildTangent®

WildTangent® Partners with CrowdStar® to Bring Dynamic Brand Sponsorships to its Social Games on Facebook®

REDMOND, Wash. – October 27, 2010 – WildTangent and CrowdStar today announced the integration of WildTangent’s BrandBoost™ advertising solution in CrowdStar’s top social games including *Happy Pets*, *Happy Aquarium* and its new hit game *CrowdStar’s It Girl*. CrowdStar, the second largest game developer on Facebook, can now reward its players with virtual items and premium content in exchange for viewing a video or rich media advertisement from within their game experience.

“We created BrandBoost to allow brands to build a beneficial dialogue with social game players, and we’re thrilled to work with CrowdStar to provide this solution,” said Dave Madden, executive vice president at WildTangent. “By aligning the dramatic growth in social gaming with a scalable, engagement based advertising model, we are approaching an inflection point where social games can rival TV for marketers’ budgets.”

Although sales of virtual goods are projected to reach \$2.1 billion in 2011, the vast majority of social gamers are not making ecommerce transactions, creating a significant opportunity for brands to play the role of enabler in this fastest growing segment of online gaming.

“Branded virtual goods are a hit with CrowdStar’s gaming audience,” said Niren Hiro, CEO of CrowdStar, the leading provider of social games in the U.S. and Japanese markets. “Such items are a win-win for consumers and brands as the virtual items play a central role in engaging and addictive game experiences that create affinity way beyond traditional web advertising.”

WildTangent’s BrandBoost platform is gaining ubiquity in the social gaming space, and is fast approaching the ability to deliver engagement ads to an addressable audience of more than 100 million monthly players on Facebook. BrandBoost enables brands to dynamically sponsor access to additional playing time or virtual goods that players would otherwise have to pay for. The platform also enables dynamic integration of branded virtual goods into social games. BrandBoost supports 3rd party ad serving and reporting as well as creative formats ranging from long-form video to social engagement activities.

Because BrandBoost is a dynamically served advertising platform, utilizing DFP, leading advertisers can deliver brand campaigns and custom items inside of social games experiences with industry standard reporting and metrics.

About WildTangent

WildTangent is an interactive entertainment and media company with two business segments: WildTangent Games and WildTangent Media. WildTangent Games offers a diverse portfolio of premium gaming content to millions of casual, family and hardcore gamers around the world. WildTangent Media connects brand advertisers with targeted gaming audiences across WildTangent Games, Facebook, and many other popular online game destinations.

About CrowdStar

CrowdStar is a leading global developer of social games with a growing community of more than 50 million gamers. CrowdStar is home to some of Facebook's most popular, fun and entertaining games, including *Happy Aquarium*, *Happy Island*, *Happy Pets*, *Hello City* and *Zoo Paradise*. CrowdStar, a YouWeb-incubated company, has quickly become one of the largest and most successful developers and publishers in social gaming. For more information visit <http://www.CrowdStar.com>. Follow CrowdStar on Twitter at <http://twitter.com/CrowdStar> and on Facebook at <http://facebook.com/CrowdStar>.