



## **WildTangent Unveils Preview of New Online Games Service Poised to Deliver Social and Entertainment Features to its Fans**

**REDMOND, Wash. – July 20, 2010** – WildTangent is unveiling today the preview of WildTangent Games, (<http://www.wildtangent.com>), a new online games service and unique games app, that will soon feature social games and premium flash games along with its current catalog. The new games app also allows its players to simultaneously engage with other types of popular entertainment, such as TV, music and Facebook, without leaving the app.

“Our new games service will be an entirely new arena for both game players and the game developers who create great experiences for our consumers,” said Sean Vanderdasson, senior vice president at WildTangent. “We’ll continue to offer games tailored for all members of the household as well as our unique free/rent/own model. Now, however, developers of all types, including social developers and those whose games include digital items, can benefit from inclusion within our service.”

The preview of WildTangent Games sports a clean, uncluttered look that puts games front and center and makes it easy for game players to find games they like, whether they are casual, enthusiast or kids games. The Games App features a tabbing system for easy navigation around the service including convenient tabs to other media such as movies, music and social networking sites.

“We’ve been conducting focus groups and researching the game play behavior of our consumers, and believe we’ve created a service that will be enjoyable for our consumers as well as fruitful for game developers,” Vanderdasson said. “Some new game formats like social games and flash games with digital items can be challenging to monetize. We’re bringing our digital currency and top advertising partners into the mix so our game players can now choose whether they’d like to receive a digital item as a “gift” from a relevant brand, purchase digital items with WildCoins or choose other options. We believe we’ve created a great experience for everyone.”

Vanderdasson added that the company is eagerly looking forward to feedback via its survey located on the front page of its new service. The service is in “preview” mode and WildTangent plans to incorporate feedback into the release version of the game service.

**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.

*WildTangent Games* features more than 1,000 games in its ever-growing catalog of premium games from developers such as Disney, Popcap and Ubisoft. The WildTangent games app is the games service of choice for all major PC and device manufacturers and is shipped in ten languages throughout the world.

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