



WildTangent Games Emerges from its Beta and Launches Globally Today

Features Casual, Enthusiast and Family Games From the World's Top Developers

REDMOND, Wash. – November 16, 2010 – Today WildTangent Inc. is launching WildTangent Games (www.wildtangent.com) in multiple languages after a three month beta period capturing feedback from game players worldwide. The new online games service is designed for game players of all ages and interests. The service also offers a companion Games App which optimizes players' experiences and allows them to simultaneously engage with other types of popular entertainment, such as TV, music and social media, without leaving the App.

Unlike any other games service, WildTangent Games offers consumers the ability to choose to play a game free for hours, rent game play time—just like renting a movie--or buy a game. Many of WildTangent's game players play a game free first, then determine whether they want to play it longer or move on to another game. WildTangent does not incorporate the industry's typical 60 minute time limit since the free session is often ad supported for the player's benefit. Other players rent game sessions with WildCoins for even more time to play a game without advertising. And some prefer to purchase a game outright. WildTangent Inc. also operates WildGames and numerous other games sites. Today the millions of players on WildGames will begin to migrate to WildTangent Games and the Games App.

"The rental model is quite accepted when it comes to consumers' movie watching habits. It makes perfect sense for online games as well," said Sean Vanderdasson, senior vice president at WildTangent. "We've seen a continued trend toward game rental in our service; and we continue to hear from our game players that they really value having that choice."

The new WildTangent Games service was designed to be clean and uncluttered to make it easy for game players to find games they like. The Games App features a tabbing system for easy navigation around the service including convenient tabs to other media. The App also manages all of a player's games in one location vs. cluttering up the player's desktop.

WildTangent Games' variety of titles includes enthusiast games such as Ubisoft's Splinter Cell and Capcom's Dead Rising, casual games such as Bejeweled and QUICKHIT NFL and children's games from Disney and Nickelodeon. Designed for every member of the household, the game service features a strong selection of games to play in a variety of game types, from quick-to-play Flash games to MMOs to hidden object games. In the coming months, WildTangent will also begin featuring popular social games.

Find WildTangent Games in English, Spanish, Italian, French, German, Portuguese, Chinese and Korean at www.wildtangent.com

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.

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