

WildTangent®

WildTangent Partners with MindJolt to Bring Big Brand Advertisers into Top Social Gaming App on Facebook

REDMOND, Wash. – September 22, 2010 – WildTangent today announced a partnership with MindJolt. With a footprint spanning Facebook, MySpace, Hi5, Orkut and Mindjolt.com, MindJolt reaches more than 20 million gamers across the web. WildTangent will offer high impact video and rich media advertising on MindJolt’s game properties.

“We’re excited to team with WildTangent to bring the largest brand advertisers in the world to the MindJolt game platform, exposing them to a captive and relevant audience,” explained Josh Yguado, senior vice president, MindJolt.

A Nielsen study released on August 1 finds that Americans spend a whopping 32.9 percent of their Internet time in social networks and playing online games. WildTangent’s advertising platform, which includes partner relationships, currently reaches nearly half of US online game players across social, casual and free-to-play MMO’s. This partnership now extends WildTangent Media’s reach on Facebook by combining the MindJolt audience with those of other top gaming apps like Bejeweled Blitz and Family Feud.

“Advertisers are clearly excited by the scale of social gaming,” said Dave Madden, executive vice president at WildTangent. “But they are finding it difficult to activate in the space due to cost and timing issues related to deep integration in top social games. We are offering an on-ramp allowing them to reach one of the largest social gaming audiences with video and engagement based advertising.”

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.