



WildTangent Games Service Partners with Armor Games Delivering More Fun Flash Games to its Service

REDMOND, Wash. – July 8, 2010 – WildTangent is adding Armor Games popular flash games to the WildTangent games service. Among the list of new games to launch on the service later this month are Shift, Demolition City, Crush the Castle, Helicops and Sushi Cat.

Armor Games' development team continually pushes the limits of game design to create winning titles. Crush the Castle has been played more than 100 million times. Shift has been downloaded more than a million times on the iPhone and exponentially more times online; and Sushi Cat enjoys Armor Games' highest ratio of female gamers who have beat the game.

"Armor's game apps are addictively fun and enjoyed by a wide range of game players, including our sizeable young male audience," said Sean Vanderdasson, senior vice president of the WildTangent games service. "When we surveyed our customers about additional content they would like to see in our service, Armor was right there near the top. This is a perfect example of the significant steps we are taking toward fueling the ongoing growth of our "free, rent, own" business model which best serves our customers' interests."

As with the pending launch of Ninja Kiwi games on the service, people who play Armor Games flash games can also choose to receive gifts of in-game digital items from brand sponsors via WildTangent's BrandBoost advertising platform.

"I look forward to getting our successful game apps in the WildTangent Games Service," said Daniel McNeely, founder of Armor Games. "The unique games we make are ideal for their audiences; and WildTangent's business model is unmatched, allowing us to monetize our content in ways never before possible."

About WildTangent

WildTangent operates a rapidly growing games service enjoyed by 40 million game players around the world each month. WildTangent's unrivaled business model enables people to play social, premium flash, downloadable and MMO games for free, via rental and/or ownership.

Expanding daily, the games service catalog currently features over 1,000 games of all genres from premium developers like PopCap, Disney and Ubisoft and is available in ten languages. WildTangent has also been chosen as the game service by every major PC maker including Acer, Dell, HP and Toshiba.

The WildTangent ad network reaches over 100 million unique users worldwide across its owned and operated properties. It serves Fortune 500 companies and global brand marketers such as: P&G, Unilever, General Mills, Kraft, Toyota, Ford, Mazda, Paramount, Disney, Fox, Sony, Electronic Arts, Activision, Microsoft, Nintendo and many others. WildTangent's new ad supported game play model--BrandBoost--effectively monetizes free game play and in-game digital items with premium brand advertising. Visit www.wildtangent.com.

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