

WildTangent®

WildTangent Partners with Mochi Media to Exclusively Deliver Premium Video Ads to Millions of Flash and Social Game Players

UK Brand Advertisers Given Scale and Creative Methods to Engage with Millions of Gamers

LONDON, UK – September 13, 2010 – WildTangent today announced that it has partnered with Mochi Media exclusively to help brand advertisers in the UK reach the seven million game players in Mochi Media's UK network of social and Flash games. Games within the Mochi Media network are distributed across social networks and Flash game portals.

The combined reach of WildTangent's existing media offering and Mochi Media's creates the largest online games audience in the UK. Marketers will be able to target by audience segment, genre and game theme exclusively through WildTangent's European operations.

"WildTangent Media's advertising partners make up the top brands in the world," said Josh Larson, president and COO of Mochi Media. "With this partnership, brand advertisers will be able to reach the vast audience of engaged game players within Mochi Media's UK network with relevant advertisements."

According to Nielsen's recent UK Online Measurement audience research, playing games is one of the most popular activities for UK Internet users, is the third most popular activity based upon time spent and is increasingly contributing to the highest consumed activity--social networking.

"Mochi Media has cultivated a huge audience of gamers amenable to premium advertising engagements," said Adam Yates, director of Ad Sales for WildTangent Europe. "By adding them to our extensive advertising portfolio, we are now able to offer advertisers increased reach along with our sponsored game play and virtual item advertising opportunities."

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 Mochi Media

Mochi Media is the world's largest browser-based games network, with more than 140 million monthly active users and 15,000 games on nearly 40,000 publisher websites. Mochi Media's game development products and services enable developers to track usage analytics, distribute their games to thousands of websites, and monetize global gameplays via micro-transactions and in-game advertising. The company is headquartered in downtown San Francisco and is a wholly-owned subsidiary of Shanda Games Limited (NASDAQ: [GAME](#)).