



## **QUICKHIT® Partners with WildTangent® to Bring Brand Sponsors into its 3D Online Football Game**

**REDMOND, Wash. – December 1, 2010** – Quick Hit, Inc. (QUICKHIT) today announced a partnership with WildTangent to help leading brands run integrated campaigns in its 3D online NFL football game, which has quickly garnered more than three million user-generated teams.

As part of the agreement, QUICKHIT will integrate WildTangent's BrandBoost™, which enables the game's players to earn premium content such as game boosts and virtual goods through viewing or engaging with brand campaigns. Additionally, advertisers will be able to reach QUICKHIT's players via broadcast style in-game billboards, branded stadiums and challenges, as well as integrated video, just like the experience that football fans have every weekend in stadiums around the country and on TV.

"Their football game is garnering rave reviews for its console-like graphics and authentic, addicting game play," said Erica DeLorenzo, director of network development at WildTangent. "This is the kind of breakthrough content that brands and consumers both covet."

"Our audience is made up of the most dedicated, fanatical football fans out there," said Scott Philp, CMO of QUICKHIT. "We're looking forward to leveraging WildTangent's expertise in brand advertising with online games to help add even greater value and realism to our players gaming experience."

### **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 QUICKHIT**

Headquartered in Foxboro, Massachusetts, QUICKHIT® is developing free online social sports games and entertainment for a global audience. Our games fill a massive void in the sports industry by offering head-to-head competitions that combine a rich graphical experience, the accessibility of Adobe® Flash®, and the wide appeal of fantasy sports. The company's first title, QUICKHIT NFL Football, is a free, authentic [NFL football game](#) that doesn't require a credit card or install. Its compelling graphics, hard-hitting action and feature-rich game play take online sports games to a new level. Play head-to-head against former NFL coaches like Bill Cowher or Brian Billick; take on NFL stars like Chris Johnson, DeMarcus Ware, and more; or sign NFL legends like Barry Sanders, Warren Moon, James Lofton, and many others. QUICKHIT NFL Football offers a persistent gaming experience that lets fans build and

manage a football dynasty. Play fast, fun, free online football games, earn fantasy points with every game, sign new players, and watch your team grow. Create your team today at [www.quickhit.com](http://www.quickhit.com).

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