



World of Goo™ Launches on WildTangent Game Network

Gamasutra's Downloadable Game of the Year Now Available on WildGames.com

REDMOND, WA., January 7, 2009— WildTangent, Inc., the fastest growing games network in the world, today announced that the hit title “World of Goo” from independent game developer 2D BOY is now available on the WildTangent game network. WildTangent will also distribute World of Goo via its WildTangent ORB™ game console, which comes pre-installed on more than 40 million HP, Dell, Acer Group and Toshiba PCs in North America each year.

World of Goo is a physics-based puzzle/construction game where players create large tower-like structures using balls of goo. The main objective of the game is to get a requisite number of goo balls to the pipe representing the exit. There are many types of goo balls in the game and each of them has unique abilities. The player needs to exploit their combinations in order to complete each of the levels.

World of Goo has been available for purchase since its release in October, but the availability of the game on WildTangent offers players several unique and alternative ways to pay for and play the game:

- **Standard Purchase** – World of Goo can be purchased and downloaded from WildTangent for \$19.99.
- **Game “Rental”** – By purchasing WildTangent’s innovative game currency called WildCoins, consumers can use these virtual quarters to play sessions, or “rent” any game on the WildTangent game network including World of Goo. This feature allows players to play a game enough to know if they want to purchase it.
- **Premium Free Play** – Beginning in June 2009, World of Goo, like all other games on the WildTangent game network, can be played for free when the player elects to view an advertisement from the game’s sponsor. These Sponsored Sessions™ are preceded by a 15-30 second video ad shown as the game is loading. Once the game is loaded, the player can click past the ad and begin playing. No other ads will interrupt Sponsored Session gameplay for the duration of the session.

“World of Goo is one of the most unique games to come out this year and we expect many of our 40 million monthly users to enjoy hours of entertainment playing it,” said David Worle, senior director of Business Development at WildTangent. “We are excited to offer this game in three consumer-friendly ways: purchase, rental and later next year, ad-sponsored free play.”

Since being released in October, World of Goo has been named Gamasutra’s Downloadable Game of the Year, Spike TV’s Indie Game of the Year, and Gametunnel’s Game of the Year. It was also awarded the Independent Game Festival’s Design Innovation and Technical Excellence Awards.

About WildTangent

Founded in 1998, WildTangent is the fastest growing online game property in the world with more than 40 million unique monthly gamers, offering nearly 700 of the most popular online and downloadable games from the world’s top developers and publishers.

The WildTangent ORB™ game console ships directly on the desktops of leading PC manufacturers including Dell, HP, Acer Group and Toshiba, giving it a huge global footprint of connected game playing consumers.

WildTangent offers gamers the opportunity to purchase premium games outright, pay per session with WildCoins™, or engage with advertising to play for free. Advertisers include 20th Century FOX, Warner Brothers, Paramount, EA, Sony Playstation, Nintendo, Toyota, Honda, P&G, Unilever, Clorox and many others. WildTangent's advertising division also handles the advertising sales for leading online games like Runescape, Adventurequest, Dragon Fable and The Price is Right™

For more information visit www.wildtangent.com.

About 2D BOY

2D BOY is a brave new indie game studio based in San Francisco, making games the old fashioned way - a team of two, no money, and a whole lot of "love." Their goal is to make games that everyone can play, with gameplay nobody has seen before.

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