



## **WildTangent Signs Global Advertising Agreement with FreeOnlineGames.com**

*Adds Nearly 10 Million Monthly Players to WildTangent's Rapidly Expanding Game Network*

**REDMOND, Wash. – April 24, 2008** – WildTangent, the largest privately held game property in the U.S., today announced a global advertising sales agreement with FreeOnlineGames.com, one of the most widely played game portals in the world. Under the agreement, WildTangent will serve as the exclusive direct ad sales force for FreeOnlineGames.com. The addition of FreeOnlineGames.com to the WildTangent network pushes the total number of unique gamers it serves worldwide to more than 41 million per month. The deal is expected to catapult WildTangent into the top five global game properties on comScore when its April site traffic rankings are released next month.

“FreeOnlineGames.com has a huge and passionate audience of young, savvy online gamers,” said Dave Madden, executive vice president of WildTangent. “By adding FreeOnlineGames.com to our network, we dramatically broaden the scale of the advertising packages we can now build for online marketers both in the U.S and around the world.”

Similar agreements announced with Jagex, maker of Runescape, the most successful MMO ever (10.2 million unique monthly players), and Artix's AdventureQuest (7.9 million unique monthly players), have driven the total reach of the WildTangent game network beyond that of many of the largest entertainment properties in the world. Current brands running video game-based campaigns on the WildTangent game network include Coca Cola, Disney, EA, Hasbro, Honda, Sprint, Discovery Networks, Fox, Paramount and Warner Bros.

“WildTangent is the best in the world at bringing brands into the games medium,” said Khayam Iftikhar, CEO of FreeOnlineGames.com. “We are excited to partner with them during this period of unprecedented growth of our games business.”

Leading industry analyst Wanda Meloni, president of DFC Intelligence, agrees that the advertising dollars will continue to increase in the coming years. “Ad spending in the online PC gaming market is expected to reach more than \$600 million by 2010, illustrating the opportunity for game publishers to maximize revenues by incorporating advertising into their business models,” Meloni said. “By partnering with the leading properties to provide a single network for advertisers looking to invest in this channel,

WildTangent is driving the market forward and creating new revenue streams for the industry.”

For more information about working with WildTangent, visit [www.wildtangent.com](http://www.wildtangent.com).

**About WildTangent**

WildTangent is the fastest growing online game property in the world with more than 30 million unique monthly gamers, offering more than 500 of the most popular online and downloadable games from the world’s top developers and publishers including its own WildTangent Game Studios which publishes Polar Pool, Polar Bowler, Penguins, Fate and many more.

The WildTangent games console ships directly on the desktops of leading PC manufacturers including Dell, Emachines, Gateway, HP 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 20<sup>th</sup> Century FOX, Warner Brothers, Paramount, EA, Sony Playstation, Nintendo, Toyota, Honda, P&G, Unilever, Clorox and many others.

For more information visit [www.wildtangent.com](http://www.wildtangent.com).

# # #

**Media contacts:**

Sean Sundwall

WildTangent, Inc.

425-497-4601

[sean.sundwall@wildtangent.com](mailto:sean.sundwall@wildtangent.com)

Ashley Allman

Barokas Public Relations for WildTangent

206-344-3133

[ashley@barokas.com](mailto:ashley@barokas.com)