



WildTangent Orb Game Console to Ship on Lenovo Consumer PCs

REDMOND, WA – September 10, 2008 – WildTangent, Inc., the largest privately held online game property in the U.S., announced today it has signed an agreement with Lenovo to ship the WildTangent Orb Game Console, pre-installed on Lenovo IdeaPad notebooks and IdeaCentre desktop PCs. In addition to the game console, each Lenovo consumer PC will come pre-installed with games from leading developers such as PopCap, PlayFirst, Eidos, Sierra and THQ, as well as provide online access¹ to more than 500 additional casual, enthusiast and hardcore downloadable games. WildTangent's game console already ships on consumer PCs from HP, Toshiba, eMachines and Gateway.

“Lenovo is a global PC leader, providing consumers with top-notch entertainment, multimedia and game-ready PCs,” said Alex St. John, chief executive officer of WildTangent. “Lenovo customers around the globe will now have access to the most popular casual and enthusiast games from all the top developers around the world, helping give them an enhanced PC experience.”

WildTangent recently surveyed more than 9,000 customers who rated game playing as the most important computer entertainment activity ahead of listening to music, searching for news or watching movies. In the same survey, more than 80 percent of respondents said gaming capabilities were a consideration when considering which PC to purchase, much higher than any other consideration.

The WildTangent Orb Console for Lenovo will offer gamers three easy choices for obtaining access to game play: (1) retail purchase of a game – approximately \$20 per game; (2) a revolutionary game currency called WildCoins™, which lets consumers pay as little as \$.25 USD for an unlimited game session; or (3) Sponsored Sessions™, which offers gamers a free, ad-supported, game session compliments of one of WildTangent's leading brand advertisers. The Orb Console for Lenovo will be localized in French, Italian, German, Spanish, Chinese (Simplified and Traditional) and Korean.

¹Does not include subscription to Internet.

About Wild Tangent

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 Lenovo, E-machines, 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 20th 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

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