



WildTangent Becomes Exclusive Ad Sales Force for Casual Games Giant PopCap

Top U.S. Casual Game Publisher Turns to WildTangent for Worldwide Advertising Sales

REDMOND, Wash. – May 21, 2008 – WildTangent, the largest privately held game property in the U.S., today announced that its rapidly growing game advertising network just got a lot bigger as PopCap Games, the largest and most popular developer and publisher of casual games in the U.S., has turned over its ad sales to WildTangent.

For many years, WildTangent has distributed blockbuster PopCap® titles such as Bejeweled®, Zuma™ and Peggle™ on its game portal, www.wildgames.com, as well as on the tens of millions of PCs from HP, Toshiba, Lenovo and Gateway that ship with the WildTangent game console pre-installed. Advertisers have been able to associate their brands with PopCap games on WildTangent's owned and operated channel but can now leverage the extended reach of PopCap.com and other channels in the WildTangent network such as on the Apple iPhone.

The addition of PopCap.com to the WildTangent network pushes the total number of unique gamers the company reaches worldwide to more than 50 million per month. The agreement is expected to solidify WildTangent's standing as a top five global game property as measured by comScore when its May site traffic rankings are released next month. The partnership strengthens WildTangent's reach against casual female gamers in the 25-54 year-old demographic. Bejeweled, PopCap's flagship franchise, has been downloaded more than 250 million times by women alone, and has consumed an estimated 6 billion hours of leisure time since its introduction in 2001.

“WildTangent's sales team offers us unprecedented opportunities to further monetize the hundreds of millions of hours consumers spend on our site each year,” said John Vechev, co-founder and director of PC and online operations at PopCap. “By partnering with WildTangent, we keep our focus on developing great games while still reaping the benefits of the enormous amount of ad dollars marketers are spending in online games.”

“PopCap has created and published many of the most popular casual games and has cornered the market on the traditional casual gamer,” said Dave Madden, executive vice president of WildTangent. “Adding PopCap.com to our rapidly growing network dramatically increases the depth and breadth of advertising solutions 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), Artix's AdventureQuest (7.9 million unique monthly players) and FreeOnlineGames.com have driven the total reach of the WildTangent network beyond that of many of the largest entertainment properties in the world. WildTangent reaches a broad demographic of gamers, enabling advertisers to run campaigns within targeted channels that reach either casual female gamers, core gamers, kids, and other audiences difficult to reach through traditional advertising. Current brands running campaigns with WildTangent include Coca Cola, Disney, EA, Hasbro, Honda, GM, Sprint, Unilever, Kimberly Clark, Fox, Paramount and Warner Bros.

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.

About PopCap

PopCap Games (www.popcap.com) is the leading multi-platform provider of "casual games" — fun, easy-to-learn, captivating computer games that appeal to everyone from age 6 to 106. Based in Seattle, Washington, PopCap was founded in 2000 and has a worldwide staff of over 200 people in Seattle, San Francisco, Chicago, Vancouver, B.C., Dublin, Ireland and Shanghai. Its games have been downloaded more than 1 billion times by consumers worldwide, and its flagship title, Bejeweled®, has sold more than 10 million units across all platforms. Constantly acclaimed by consumers and critics, PopCap's games are played on the Web, desktop computers, myriad mobile devices (cell phones, smartphones, PDAs, Pocket PCs, iPod and more), popular game consoles (such as Xbox), and in-flight entertainment systems. PopCap is the only casual games developer with leading market share across all major sales channels, including Web portals, retail stores, mobile operators and developers, and game device manufacturers.

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 Emachines, Gateway, HP, Lenovo 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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