



WildTangent Aggregates Second Largest Audience of Gamers in the UK; Opens London Sales Office

Company Hires London-Based Industry Veteran Adam Yates as European Director of Sales

LONDON – November 19, 2008 – WildTangent, Inc., the fastest growing games network in the world, announced today it has officially opened offices in the United Kingdom which will serve as its European headquarters and hub of its rapid global expansion. Despite only recently having a physical presence in London, WildTangent has quickly aggregated the UK's second largest gaming audience according to comScore. To lead the expansion, the company has hired industry veteran Adam Yates to head up advertising sales for all of Europe. He will be based in London, reporting to the vice president of global advertising sales, Bill Clifford.

Yates has been in media selling, sales management, ad serving, sponsorship sales, search marketing and international sales representation for more than 15 years including stints with AltaVista and AOL. Most recently, Yates served as UK sales director for the instant messaging start-up eBuddy, where he oversaw the UK revenue lines.

“WildTangent is the quintessential example of a company using the Internet to provide both advertisers and consumers a meaningful value exchange,” said Yates. “I relish the opportunity to leverage my years of traditional and digital media sales experience to help the company continue its incredible growth both in the UK and throughout Europe.”

According to comScore, WildTangent's network has surpassed 2.8 million unique users in the UK, ahead of MSN Games, Yahoo! Games, and EA Online. The WildTangent ORB™, an iTunes-like service for games, comes pre-installed on every HP PC in the UK and allows players to choose between paying for games and engaging with brands to get access to free play. Additional PC OEM partners will distribute the WildTangent ORB in the coming months.

WildTangent also represents leading online game publishers like Runescape, Artix Entertainment, PopCap.com, and FreeOnlineGames.com to advertisers in the UK. Early advertisers in the UK market include Universal Studios Home Entertainment, Paramount Pictures and Ubisoft.

About WildTangent

Founded in 1998, WildTangent is the fastest growing online games network in the world with more than 30 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, 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. The company also exclusively represents advertising opportunities across a network of the leading online gaming properties. 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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