



## **WildTangent and Mochi Media Strike Ad Sales Deal**

*WildTangent Will Exclusively Represent Premium Video Ad Inventory  
Across Mochi Media's Network of Over 14,000 Flash Games*

**REDMOND, Wash. – May 11, 2009** – WildTangent, the leading online game publisher and vertical ad network, today announced that it has joined forces with Mochi Media to link advertisers with Flash games distributed across thousands of Flash game portals and social networks. Mochi Media's advertising platform has been adopted by more than ten thousand Flash game developers and is generating several hundred million monthly video impressions which will be packaged with premium advertising opportunities across the WildTangent Games Network and exclusively represented by WildTangent's North American sales force.

With this partnership, advertisers can take advantage of the combined reach of WildTangent and Mochi Media which exceeds 30 million monthly unique gamers in the U.S., creating the largest online game advertising network. Marketers will be able to reach casual and core gamers with the ability to target by audience segment, genre and game theme.

“The combination of WildTangent and Mochi Media's audiences creates the largest online game advertising network in the US,” said George Garrick, CEO of Mochi Media. “Through the partnership, we can generate maximum revenues against our library of over 14,000 games and provide advertisers with a unique opportunity to connect with engaged gamers.”

“WildTangent's advertising business is growing at a rate of more than 50 percent annually because it creates scalable engagement opportunities in and around games for leading brands,” said Dave Madden, executive vice president of WildTangent. “Mochi Media has cultivated a huge audience of gamers reachable with a premium advertising experience. By adding them to our network, we are now able to offer advertisers reach against more than 30 percent of the US online gaming population with a unique mix of media opportunities.”

In addition to selling advertising in its owned and operated properties, WildTangent has signed deals with several leading online game properties over the last year including PopCap, Artix and Jagex, to launch a vertical ad network that now reaches more online gamers than any major portal or online game publisher in the U.S.

Mochi Media's unique technology embeds video, text and banner advertisements directly into online games, allowing the ads to show in the games wherever they are played across

the Internet. Mochi Media's breakthrough technology fully leverages the viral nature of online games and capitalizes on gamer engagement, showing ads while games initially load or during natural breaks in game play such as between levels.

### **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 more than 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](http://www.wildtangent.com).

### **About Mochi Media**

Mochi Media is the world's largest casual online game network, serving the needs of thousands of Flash developers, reaching almost 100 million unique users each month with a library of over 14,000 games, and enabling advertisers to reach engaged consumers with targeted display, text, and video ads. The company's MochiAds program provides developers with tools to track distribution and usage analytics, enable version control and live updates to distributed games, and provide real-time ad insertion for pre-game and in-game ads. MochiAds developers gain distribution opportunities to over 30,000 Web sites, as well as monetization opportunities by sharing in the ad revenue generated by their games. Mochi Media is headquartered in downtown San Francisco.

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

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