



## *HEARD IN THE JUNGLE*

JANUARY 26, 2009

The game industry is definitely the place to have your money. It is growing faster than anyone predicted and it will continue to grow through the economic downturn. Remember, this is entertainment, and Hollywood had some of its greatest successes during the great recession.

And the video game industry is still at its very beginning. It will continue to grow till it is bigger than television and film combined. This is inevitable as gaming has the powerful and fundamental advantages of interactivity, connectivity and non-linearity. **From [bruceongames.com](http://bruceongames.com) 1-23-09 Bruce Everiss**

**Hello Gorilla Games friends. The above quote is from a long-time Gaming Industry executive on his website. Forget the economic news we see everyday when it comes to our industry. The retail environment for games and consoles over the 4<sup>th</sup> qtr. and all of '08 was bullish. The industry grew from 19 billion in '07 to 22 billion in '08 and all forecasts are positive for '09.**

**We at Gorilla Games will be sending this newsletter on a bi-weekly basis in '09 and welcome your comments, observations and contributions. If you do not wish to receive this email, simply let me know at [smarks@gorillagames.com](mailto:smarks@gorillagames.com) or if you know someone who would like to receive it let me know as well.**

**We have 4 stores now operating in 2 states, Florida and Mississippi. We are in discussions with folks that represent up to 10 more stores before the end of the second qtr. These truly are exciting times for us. Our business model continues it's refinement and margins are reaching our initial goals. The market for pre-played games is burgeoning and we are becoming the premier pre-played/trade-in store in our markets.**

In this newsletter we will include quotes/articles from the media, links to important matters, an industry stock table and updates on GG. We will do our best to keep these to 2 pages or less.

In case you missed an article in the *Wall Street Journal* on 1-21-09, here is the link to it: <http://online.wsj.com/article/SB123249378212700025.html> It covers the importance of the used game sales to GameStop and mentions their lack of competition in this market. That looks like an opportunity to me.

The introduction of over 5 million new consoles to US households in '08 expands the market. We look forward to sharing the industry and GG news with you in '09. We are confident the current economic conditions offer us an opportunity and not an obstacle to grow our retail operations.

**Stan Marks Director of Franchise Development**

**Gaming Industry Stock Watch**

Company	Symbol	1/23/2009	52 Week High	52 Week low
<b>Game Producers:</b>				
Majesco Entertainment Co., Inc	COOL	\$0.70	\$1.08	\$0.04
Electric Arts Entertainment, Inc.	ERTS	\$17.00	\$52.61	\$15.32
Interplay Entertainment Corp.	IPLY	\$0.07	\$0.24	\$0.05
Konami Deposit Receipt	KNM	\$20.01	\$42.79	\$15.25
Midway Games, Inc.	MWY	\$0.22	\$4.20	\$0.16
Netease.com, Inc.	NTES	\$17.91	\$27.16	\$15.00
THQ, Inc.	THQI	\$3.79	\$25.18	\$3.29
Take Two Interactive Software, Inc.	TTWO	\$7.46	\$27.95	\$6.84
<b>Retailers:</b>				
GameStop	GME	\$25.85	\$51.13	\$16.91
<b>Consoles and Components:</b>				
Immersion Corp.	IMMR	\$4.34	\$11.82	\$2.22
Microsoft, Inc	MSFT	\$17.20	\$35.00	\$17.07
Nintendo Deposit Receipt	NTDOY	\$42.64	\$74.12	\$32.00
Sony	SNE	\$20.32	\$52.36	\$18.09
<b>Accessories:</b>				
Mud Catz Interactive, inc.	MCZ	\$0.39	\$1.06	\$0.25

**Note: Some of these companies are heavily involved in products other than game related ones.**