



HEARD IN THE JUNGLE

February 20, 2009

Stan Marks – Director of Franchise Development

smarks@gorillagames.com 615.210.2425

Hello again all. Last time I told you we would be giving you a little insight into our purpose and values at Gorilla Games and I am keeping my promise.

Let's start with our Brand Promise.

Our goal is to always exceed your expectations. Our promise is to deliver exceptional value and service through knowledgeable, enthusiastic people guided by the principles of honesty and integrity.

Our Core Values.

To be truthful and honest in all my dealings

To treat others with respect and dignity

To ensure a safe, drug-free and harassment-free environment

To embrace diversity and consider the feelings of others

To take full responsibility for my actions

To be a role model and lead by example

To take pride in everything we do

To always be professional in representing Gorilla Games.

Of course these are easy to say and hard to accomplish if you are not committed to them. These Core Values and Brand Promise are the very beginning of our training and are not negotiable.

You will find a couple of excerpts from some industry newsletters below. Nintendo is releasing an updated DS Lite called the DSi in early April. It is not a replacement for the DS Lite since it is still selling very well and has no real flaws. The DSi, which will be significantly higher than the DS Lite has a few added features that include a camera and improved audio.

There are really no significant console changes or new product scheduled for release in 2009. When you review the "Stock Watch" you will see that 100% of the stocks I am tracking were down from 2 weeks ago. While this is surprising, the Dow is at a five year low and not one of the stocks is currently below their 52 week low.

It is an understatement to say there is a lot of information on the web about the gaming industry and I welcome articles that you read and think they would be of interest to our community.

From the *Blu Report*, Feb. 2009

Blu-ray/videogame discs to be released for PS3. Sony is promising PlayStation 3 hybrid game/movie Blu-ray Discs this year, as it seeks to broaden the console's consumer appeal.

As the PS3 is no longer one of the cheapest Blu-ray players on the market—high-definition set-tops are now \$250 and under—Sony wants to emphasize the \$399 console's ability to play games as well as movies.

Further, Sony Computer Entertainment executives figure the available 50GB capacity of Blu-ray discs could give PS3 a creative edge over other videogame formats. (For comparison, the maximum capacity for Xbox 360 discs is considered to be 9GB, and disc room is even less for Nintendo's Wii.)

Despite Financial Woes, Console Biz Continues to Grow

by Shankar Gupta, Friday, February 13, 2009, 4:00 PM

NPD numbers for January came out last night, and despite the daily doom and gloom in the economy, the **overall console market continues to post sales growth** -- 148% year-over-year growth for the Wii, and 33% year-over-year growth in sales for the Xbox 360. Only the PS3 saw a decrease in year-over-year sales, losing 24.5% compared to last January's numbers.

Microsoft made special mention of the success of the Xbox Live service in its report this month -- it was the "single biggest month ever for Xbox LIVE as record number of new members joined in January [and] exclusive game add-ons extend blockbuster experiences" -- the latter referring largely to the Fallout 3 DLC content packs, exclusive to the Xbox version of the title.

Nintendo did some crowing about 2008 software sales in its monthly report, as well -- 20 of the top 30 games of January were made for Nintendo systems. Of those, five games made for Nintendo systems finished in the top 10 best sellers of January.

Both Xbox and Nintendo continue to see strong results thanks to their innovations -- Nintendo by exploring new, casual markets for console games, and Microsoft with a strong title library and innovative console features, like the Netflix streaming video service -- making them the choice platforms for reaching gamers in the new year.

Gaming Industry Stock Watch

Company	Symbol	2/20/2009	2/6/2009	52 Week High	52 Week low
Game Producers:					
Majesco Entertainment Co., Inc	COOL	\$0.67	\$0.70	\$1.40	\$0.36
Electric Arts Entertainment, Inc.	ERTS	\$16.38	\$19.34	\$54.81	\$14.24
Interplay Entertainment Corp.	IPLY	\$0.07	\$0.07	\$0.24	\$0.04
Konami Deposit Receipt	KNM	\$13.86	\$18.11	\$42.79	\$13.71
Midway Games, Inc.	MWY	N/A	N/A	N/A	N/A
Netease.com, Inc.	NTES	\$19.22	\$20.55	\$27.16	\$15.00
THQ, Inc.	THQI	\$2.39	\$3.25	\$23.40	\$2.34
Take Two Interactive Software, Inc.	TTWO	\$6.70	\$7.78	\$27.95	\$6.44
Retailers:					
GameStop	GME	\$26.68	\$28.01	\$59.13	\$16.91
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A
Consoles and Components:					
Immersion Corp.	IMMR	\$4.01	\$5.29	\$11.82	\$2.72
Microsoft, Inc	MSFT	\$18.00	\$19.66	\$32.10	\$16.75
Nintendo Deposit Receipt	NTDOY	\$33.63	\$38.60	\$74.12	\$32.00
Sony	SNE	\$16.60	\$20.88	\$52.36	\$16.28
Accessories:					
Mud Catz Interactive, inc.	MCZ	\$0.16	\$0.40	\$0.89	\$0.15

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