



HEARD IN THE JUNGLE

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It's been a busy couple of weeks in the game industry. Some retailers have announced their expansion plans and including us, there are plans for nearly 1000 new stores in '09, read **OPPORTUNITY**. There were several articles in various newsletters covering the expansion in the no.of households that now have games consoles, read **OPPORTUNITY**. On the first **Late Night with Jimmy Fallon** show this week, Jimmy Fallon announced this about his show for the 18-34 year old demographic "We're into tech stuff, gadgets, phones, video games. We'll treat a video game premiere like a movie premiere...read **OPPORTUNITY**.

You know, Monday morning 95.4% of us that want to will get up and go to work (Unemployment is 8.1% and 3.5% do not wish to work). 90+% will make our mortgage payments without Federal help and The USA will feed, protect, and provide health aid to people all over the world. **OPPORTUNITY** exists for all of us if we are looking for it.

We like to celebrate victories at Gorilla Games and I want to highlight one of our store Game Tek's. In February we increased the visibility of the loyalty program, the Gorilla Gang, and challenged our folks to place an emphasis on recruiting new members. The cost of an annual membership is \$19.95 for which they receive many benefits and we enjoy a closer relationship with that customer.



Nick Roylance sold 54 memberships in the month of February and received a little stimulus package of his own. I didn't mention he is part-time and led all the Game Tek's in February. Congratulations Nick!!

Videogame revenue up 13% in January

Industry reaches \$1.33 billion

By Susanne Ault -- Video Business, 2/12/2009

The videogame industry continues to grow in a recession-stunted economy, rising 13% in January over the same month last year to reach \$1.33 billion in revenue, according to NPD Group.

Game hardware rose 17% to \$445.4 million; software was up 10% to \$676.6 million; and accessories climbed 11% to \$209.8 million. In January 2008, **industry sales** fell 6% from the same month a year earlier. "Even in these tough economic times, the fact that total sales were able to realize a 13% increase in revenue speaks to the continued strength of videogames as one of the leading entertainment industries in the U.S.," NPD analyst Anita Frazier said. Frazier suspects many first-time buyers are coming into the market, spurring sales for older titles. "Only two of the Top 10 games this month were new releases," she said. "[This] clues us into just how many new consumers are coming into the industry. This broadening of the audience for gaming will help buoy the industry through these tough economic times." read OPPORTUNITY

Gaming Industry Stock Watch

Company	Symbol	3/6/2009	2/20/2009	52 Week High	52 Week low
Dow Index	IND	\$6,626.94	\$7,365.67	\$13,058.20	\$6,594.44
Game Producers:					
Majesco Entertainment Co., Inc	COOL	\$0.64	\$0.67	\$1.40	\$0.36
Electric Arts Entertainment, Inc.	ERTS	\$15.31	\$16.38	\$54.81	\$14.24
Interplay Entertainment Corp.	IPLY	\$0.06	\$0.07	\$0.24	\$0.04
Konami Deposit Receipt	KNM	\$12.97	\$13.86	\$42.79	\$12.77
Midway Games, Inc.	MWYGQ	\$0.06	\$0.07	\$4.20	\$0.16
Netease.com, Inc.	NTES	\$21.05	\$19.22	\$27.16	\$15.00
THQ, Inc.	THQI	\$2.24	\$2.39	\$23.40	\$2.23
Take Two Interactive Software, Inc.	TTWO	\$6.21	\$6.70	\$27.95	\$5.56
Retailers:					
GameStop	GME	\$22.38	\$26.68	\$59.13	\$16.91
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A
Consoles and Components:					
Immersion Corp.	IMMR	\$2.62	\$4.01	\$11.82	\$2.31
Microsoft, Inc	MSFT	\$15.28	\$18.00	\$32.10	\$14.87
Nintendo Deposit Receipt	NTDOY	\$33.36	\$33.63	\$74.12	\$32.00
Sony	SNE	\$17.25	\$16.60	\$52.36	\$15.64
Accessories:					
Mud Catz Interactive, inc.	MCZ	\$0.19	\$0.16	\$0.81	\$0.15

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