



HEARD IN THE JUNGLE

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I mentioned in the last issue of "Heard in the Jungle" that I would include biographical information about our team. Some you know us already and a few of you have known us for a long time. Perhaps even those of you who know us very well will learn a little more from this newsletter and we think it is very important to know the people you are or may be doing business with in the future. It is a critical part of the decision-making process in our minds. Before we embark on a new venture, we all need to know the attributes, values, knowledge and experience of those with which we associate.

The first person we will highlight is William R. "Rhodes" Thompson, the creator and founder of Gorilla Games. Rhodes is a man of many talents and truly an entrepreneur by all definitions. He has bought, owned, turned around and sold multiple companies in his career but his passion has always been retail. He currently owns and operates a very successful company, Thompson Wireless Inc, a Mississippi company. This 29 store operation is spread over two states and has been the recipient of multiple awards from its national vendor.

Rhodes recognized the growth that was taking place in the video game industry 2 years ago. Being an astute retailer, he also observed the industry was underserved and lacked customer service excellence. The entrepreneurial spirit could not be held back and Gorilla Games took flight. After some additional research and the inclusion of another entrepreneur, Shipman Northcuff (next newsletter) Gorilla Games was born.

Rhodes, his wife and 2 sons enjoy life in Hernando, MS even though he is a native of Arkansas.

The newsletter is a little late this time and it was held up because the management team met over the last few days to examine our progress, plan for the future and refine the processes and programs of Gorilla Games. It was a very productive meeting and you will soon see the results of the items we addressed. I'll give you a little hint that more flexibility and some cost reductions will be forthcoming. Everything we evaluated is for the benefit of our current and future stores.

We will also announce some new markets (jungles) that will be seeing Gorillas very soon.

I am not sure many of you expect a book review here, but here you go. One of our friends from Canada recommended a book to me and I have almost finished it. While there is still some information to digest, I have learned enough that I want to recommend it to you if you have not already read it. It is titled *Why We Buy, The Science of Shopping*. Written by Paco Underhill, the CEO of Envirosell, Inc. The book really gives a grassroots understanding of how consumers behave in retail environments. Sounds pretty boring doesn't it. It is not. He honestly delivers the discoveries he makes based on the detailed observation of consumers in stores. There are many things that seem obvious after you read them, but were not recognized by some of the biggest marketing teams and executives in the world.

No matter whether your retail environments are large or small, I guarantee you will find ways to improve the experience for your customers and keep them in the store longer so you can optimize the visit. You will also enjoy the read and keep your highlighter handy.

Gaming Industry Stock Watch

Company	Symbol	5/5/2009	4/17/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$8,410.65	\$8,131.33	\$13,136.69	\$6,469.95	3.44%
Game Producers:						
Majesco Entertainment Co., Inc	COOL	\$1.42	\$1.29	\$1.70	\$0.36	10.08%
Electric Arts Entertainment, Inc.	ERTS	\$21.30	\$18.62	\$54.81	\$14.24	14.39%
Interplay Entertainment Corp.	IPLY	\$0.06	\$0.09	\$0.24	\$0.04	-33.33%
Konami Deposit Receipt	KNM	\$16.00	\$15.46	\$40.77	\$12.77	3.49%
Midway Games, Inc.	MWYGQ	\$0.07	\$0.08	\$4.20	\$0.08	-12.50%
Netease.com, Inc.	NTES	\$31.07	\$30.12	\$31.25	\$15.00	3.15%
THQ, Inc.	THQI	\$3.87	\$3.93	\$22.18	\$2.23	-1.53%
Take Two Interactive Software, Inc.	TTWO	\$8.94	\$9.38	\$27.95	\$5.56	-4.69%
Retailers:						
GameStop	GME	\$29.06	\$28.83	\$59.13	\$16.91	0.80%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
Consoles and Components:						
Immersion Corp.	IMMR	\$4.01	\$4.30	\$11.82	\$2.31	-6.74%
Microsoft, Inc	MSFT	\$19.79	\$19.20	\$32.10	\$14.87	3.07%
Nintendo Deposit Receipt	NTDOY	\$34.40	\$33.10	\$74.12	\$31.50	3.93%
Sony	SNE	\$27.25	\$26.37	\$52.36	\$15.64	3.34%
Accessories:						
Mud Catz Interactive, inc.	MCZ	\$0.26	\$0.29	\$0.81	\$0.15	-10.34%
Game Index		\$197.50	\$191.06	\$413.44	\$131.66	3.37%

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