



HEARD IN THE JUNGLE

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I know all on this distribution list received our "Breaking News" email and just in case you didn't open and read it, I'll spend a little space on it now. We had a summit in Atlanta a couple of weeks ago and we pulled the trigger on a plan we had been studying for several months now. We will no longer be in the franchise business and we will take our business model forward with Trademark License Agreements.

I am not going into all the differences in this forum, but I do want you to know the decision is based on the fact that we want Gorilla Games to appeal to entrepreneurs of the world and the franchise model is anything but entrepreneurial. You will soon see several articles covering our decision in depth and I can tell you the response from those that are currently in talks with us about opening stores has been overwhelmingly positive.

Now on to the biographies. The Co-Founder of Gorilla Games Franchise L.L.C. is Shipman B Northcuff. Shipman's 30 years of business experience in wholesale and retail is a real asset to the development of Gorilla Games. His most recent experience was Airtime Wireless L.L.C. where he built this company to 15 retail outlets in a short 36 months. The company was sold to AT&T in December of 2007. Previous to Airtime Shipman spent 20 years with CARQUEST Auto Parts. His last position before leaving to start Airtime was Vice President of Sales for the Eastern Division. His career at CARQUEST placed him in front of retail business owners all over the nation. During his career, Shipman received multiple achievement awards including President's Club 4 times and National Sales Manager of the year.

Shipman has big picture vision and is driven by the values we hold dear at Gorilla Games. He authored our entire training program and is constantly evaluating our programs and processes. He is experienced in inventory management for very large SKU databases and the methods needed to optimize for the greatest ROI.

Shipman, his wife and two daughters reside in Wake Forest, North Carolina

We have several projects underway at Gorilla Games and a new fixture package is one of the major undertakings. After having 35 store/months under our belts we have learned a lot about how we can improve our store design and have made those findings available to fixture manufacturers. We will have a concept store plan very soon. We have also learned how we can drive costs for the package down and create a better store environment at the same time, win win in my opinion.

We are also constructing a new website for those who want to investigate Gorilla Games Trademark Licensing. We will have comprehensive information about the entire program and a landing page where you can contact us to pursue your game store empire. You will be able to see the current stores that are open and the concept store renderings. You can learn about Gorilla IQ, our POS system, the Gorilla Gang, our loyalty program for gamers and many other creative tools available in the entrepreneur's jungle.

The gaming industry continues to outperform the DOW as you can see below. In order to get a store open before the 4th qtr., you should be taking action now. Being open in the best quarter of the year is very desirable and you still have time to work out the "bugs" before that selling season arrives. Call or email to discuss, smarks@gorillagames.com or 615.210.2425

Gaming Industry Stock Watch

Company	Symbol	5/5/2009	5/5/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$8,268.64	\$8,410.65	\$13,136.69	\$6,469.95	-1.69%
Game Producers:						
Majesco Entertainment Co., Inc	COOL	\$1.39	\$1.42	\$1.70	\$0.36	-2.11%
Electric Arts Entertainment, Inc.	ERTS	\$21.62	\$21.30	\$51.83	\$14.24	1.50%
Interplay Entertainment Corp.	IPLY	\$0.06	\$0.06	\$0.20	\$0.04	0.00%
Konami Deposit Receipt	KNM	\$17.07	\$16.00	\$39.76	\$12.77	6.69%
Midway Games, Inc.	MWYGQ	\$0.07	\$0.07	\$4.20	\$0.07	0.00%
Netease.com, Inc.	NTES	\$30.45	\$31.07	\$32.65	\$15.00	-2.00%
THQ, Inc.	THQI	\$5.23	\$3.87	\$22.18	\$2.23	35.14%
Take Two Interactive Software, Inc.	TTWO	\$8.81	\$8.94	\$27.95	\$5.56	-1.45%
Retailers:						
GameStop	GME	\$26.12	\$29.06	\$59.13	\$16.91	-10.12%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
Consoles and Components:						
Immerson Corp.	IMMR	\$3.91	\$4.01	\$10.31	\$2.31	-2.49%
Microsoft, Inc	MSFT	\$20.22	\$19.79	\$30.48	\$14.87	2.17%
Nintendo Deposit Receipt	NTDOY	\$33.46	\$34.40	\$74.12	\$31.15	-2.73%
Sony	SNE	\$26.48	\$27.25	\$52.36	\$15.64	-2.83%
Accessories:						
Mud Catz Interactive, inc.	MCZ	\$0.26	\$0.26	\$0.81	\$0.15	0.00%
Game Index		\$195.15	\$197.50	\$407.68	\$131.30	-1.19%

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