



## *HEARD IN THE JUNGLE*

**June 14, 2009**

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I am sure some of you subscribe to **Twice** magazine. If you noticed, they had an article, **By The Numbers**, in the June edition on page 15 that covered several aspects of video games sales in the US during the month of April.

I encourage you to read the article. <http://www.twice.com/article/CA6658696.html?q=Nintendo>. It covers the hardware and some of the software sales for April of '09 & '08. I mentioned last time that April '09 was down from '08, but it was up 26% over April '07.

**Gorilla Games** isn't immune to the growth in the industry either. I am pleased to let you know that the newest **Gorilla Games** store is opening on June 15, 2009 in Melbourne, FL. This will be the second store in Melbourne and Chris Kelley's third store. We are very excited about this new location since it is in an "A" mall and everything tells us it will be a home run. Stay tuned for more store openings this summer.

We are working with several folks who are pursuing SBA financing. I mention this because we can offer you some assistance with your business plan in the form of concept store renderings, a template to make your financial forecasts and several other business plan needs. The SBA program is one that has improved with the current financing market and we are glad to help. If you have been waiting to make a decision about pursuing a store opportunity because of financing questions, we suggest you consider the SBA as a source.

The initial investment for a Gorilla Games Store is one of the lowest in the industry and is generally less than \$150,000 total. Couple that with the fact we have no royalties and the potential profitability is significantly better than most other programs.

We are nearing the completion of our new concept store and by the time the next newsletter is distributed, we should have renderings posted on our website. We are very excited

about the design's appearance, functionality, ease of installation and cost. I will appreciate hearing your opinion when the pics are posted.

In an earlier edition I published some industry links that you can visit to stay in touch with video game industry and I am listing them below again. Some of them have newsletters themselves and you may want to subscribe to keep up with this growing market.

The Entertainment Software Association	<a href="http://www.theesa.com">www.theesa.com</a>
GameSpot Daily Newsletter	<a href="mailto:newsletters@gamespot.online.com">newsletters@gamespot.online.com</a>
GamesIndustry	<a href="mailto:robot@lists.eurogamer.net">robot@lists.eurogamer.net</a>
MediaPost Publications	<a href="mailto:gaminginsider@mediapost.com">gaminginsider@mediapost.com</a>
The Franchise King	<a href="http://thefranchiseking.typepad.com">thefranchiseking.typepad.com</a>
The eBusiness Knowledge Base	<a href="http://www.ebizmba.com/articles/video-games">http://www.ebizmba.com/articles/video-games</a>

This site lists several video game sites

#### Gaming Industry Stock Watch

Company	Symbol	6/14/2009	5/30/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$8,799.26	\$8,500.33	\$12,369.23	\$6,469.95	3.52%
<b>Game Producers:</b>						
Majesco Entertainment Co., Inc	COOL	\$2.10	\$1.38	\$2.18	\$0.36	52.17%
Electric Arts Entertainment, Inc.	ERTS	\$21.93	\$22.99	\$50.17	\$14.24	-4.61%
Interplay Entertainment Corp.	IPLY	\$0.07	\$0.07	\$0.20	\$0.04	0.00%
Konami Deposit Receipt	KNM	\$18.41	\$18.33	\$36.89	\$12.77	0.44%
Midway Games, Inc.	MWYGQ	\$0.07	\$0.07	\$4.20	\$0.07	0.00%
Netease.com, Inc.	NTES	\$35.25	\$35.55	\$38.74	\$15.00	-0.84%
THQ, Inc.	THQI	\$8.46	\$6.43	\$21.98	\$2.23	31.57%
Take Two Interactive Software, Inc.	TTWO	\$8.00	\$8.63	\$26.88	\$5.56	-7.30%
<b>Retailers:</b>						
GameStop	GME	\$24.12	\$24.95	\$48.53	\$16.91	-3.33%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
<b>Consoles and Components:</b>						
Immersion Corp.	IMMR	\$5.15	\$4.45	\$8.18	\$2.31	15.73%
Microsoft, Inc	MSFT	\$23.33	\$20.89	\$29.57	\$14.87	11.68%
Nintendo Deposit Receipt	NTDOY	\$32.20	\$33.68	\$72.75	\$31.15	-4.39%
Sony	SNE	\$27.29	\$26.23	\$49.91	\$15.64	4.04%
<b>Accessories:</b>						
Mud Catz Interactive, inc.	MCZ	\$0.32	\$0.41	\$0.80	\$0.15	-21.95%
Game Index		\$206.70	\$204.06	\$390.98	\$131.30	1.29%

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