

HEARD IN THE JUNGLE

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As we approach the 3rd and 4th quarter a lot of news starts to reveal itself with the expected launch of new products and games. There is also some new information in regard to the industry as a result of a survey recently completed by the NPD Group (Nielson). It has some interesting information about the current condition of our market and some trends. Well worth reading! Here is the web address for the Gamespot article.

http://www.gamespot.com/news/6212996.html?om_act=convert&om_clk=hot-stories&tag=hot-stories;title;3

The two key findings in the study showed the sales of pre-played games is up 39% in 2009 and playing time has also increased with females being a big part of the growth.

We all receive a lot of emails with various messages and anecdotes, etc... I am not in the habit of relaying those to anyone, but once in a while one comes along that is worth sharing. Many of you may have already seen this because it is customer service related. It is truly heart-warming and that alone is worth spending 3 mins. to view it. The customer service message is one that is hard to find and is badly needed, especially in these economic times.

It is the best example that sincerely taking your customers needs and feelings into consideration will reward you and them. Most everyone who reads this newsletter is in the customer service business and I suggest sharing it with all your staff no matter what their position is because the impact can be made at all levels. Find a quiet spot and take a few minutes to watch the video.

[Just click here to watch.](#)

Our new website has been receiving a lot of traffic and the interest in our new program is higher than ever. We are also now on Twitter and Facebook. I encourage each of you to follow or befriend us on these sites and you will be “in-the-loop” for our event information and promotions at the stores.

As we gain sales history in our stores, we have been able to improve the inventory levels needed to maximize our turns and therefore profitability. It has also had significant impact on the initial investment needed to open a store. We are confident we can continue to develop inventory models and operational efficiencies that will insure our ability to be the opportunity of choice in the retail video game business.

Another exciting project that is reaching completion is our mobile gaming unit. Chris Kelley will be putting it on the streets of S. Florida within the next 30 days. This business model will be offered by us in the very near future and is a perfect complement to the game store.

We will be updating our website, www.gorillagames.com, with the information and pictures as we roll out this exciting new opportunity.

I have said this before, late September/ early October is a great time to be open and take advantage of the 4th quarter sales. While our stores experience good sales during the rest of the year, the Christmas selling season is the best of the year and a great way to get a

new store off the ground. Nearly all households and nearly all age groups are now involved in gaming so every market that has enough people is a good one for a game store that offers the trade-in option. There are hundreds and hundreds of markets that are still underserved and someone will fill that need. It should be you and us that take advantage of the opportunities. Our low initial investment, flexible Trademark License Agreement, highly acclaimed logo, retail experience and operating model are as attractive as any opportunity you will find. To request more information about our program via the website, [click here](#).

Gaming Industry Stock Watch

Company	Symbol	7/12/2009	6/28/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$8,146.52	\$8,438.39	\$12,369.23	\$6,469.95	-3.46%
Game Producers:						
Majesco Entertainment Co., Inc	COOL	\$1.82	\$2.00	\$2.18	\$0.36	-9.00%
Electric Arts Entertainment, Inc.	ERTS	\$20.97	\$20.90	\$50.17	\$14.24	0.33%
Interplay Entertainment Corp.	IPLY	\$0.06	\$0.06	\$0.20	\$0.04	0.00%
Konami Deposit Receipt	KNM	\$18.75	\$19.35	\$33.14	\$12.77	-3.10%
Midway Games, Inc.	MWYGQ	\$0.03	\$0.05	\$4.20	\$0.03	-40.00%
Netease.com, Inc.	NTES	\$34.33	\$37.68	\$38.74	\$15.00	-8.89%
THQ, Inc.	THQI	\$7.12	\$7.41	\$19.17	\$2.23	-3.91%
Take Two Interactive Software, Inc.	TTWO	\$8.84	\$9.50	\$25.75	\$5.56	-6.95%
Retailers:						
GameStop	GME	\$20.44	\$22.17	\$47.69	\$16.91	-7.80%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
Consoles and Components:						
Immersion Corp.	IMMR	\$3.60	\$4.96	\$7.92	\$2.31	-27.42%
Microsoft, Inc	MSFT	\$22.39	\$23.35	\$28.50	\$14.87	-4.11%
Nintendo Deposit Receipt	NTDOY	\$34.86	\$33.81	\$69.96	\$31.15	3.11%
Sony	SNE	\$23.85	\$26.30	\$42.49	\$15.64	-9.32%
Accessories:						
Mud Catz Interactive, inc.	MCZ	\$0.24	\$0.29	\$0.80	\$0.15	-17.24%
Game Index		\$197.30	\$207.83	\$370.91	\$131.26	-5.07%

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