



HEARD IN THE JUNGLE

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At the same time we last published this newsletter, we listed our business opportunity on Franchisegator.com. We investigated several of the directories that can be used to market an opportunity like ours and decided to give this one a try. This is not an endorsement of their service. Everyone has a different idea of how to market such things so I will not the address that here. What I want to address is the interaction we have enjoyed since listing there.

The first thing I can tell you is there's no shortage of people looking for the right opportunity to take control of their professional lives. I have spoken with over 50 people in the last two weeks that are actively looking for a chance to be their own boss. The second item is the level of interest in the video game business. Many age groups of interested parties have taken time to investigate the growth of the industry. A large majority of them have experienced shopping in a GameStop store and believe there is an opportunity to improve the customer experience they had there. We have spoken of these two issues several times before, but the last two weeks has given us a tremendous amount of reinforcement to our beliefs.

The last 2 months, June and July, have received a lot of publicity about the decline in sales compared to the same months in 2008 for the video game business. Several reasons have been given to account for the sales drop. Speculation is that the slow economy has finally affected the industry, fewer new games have been introduced and other entertainment choices are being made.

The fact is the economy is affecting our sales, but not causing a decrease since the sale of pre-played games experienced an increase. The sales of pre-played games are not factored in to the reports you normally see in the media. There are fewer games being introduced right now due to the lack of credit for the production houses and again that helps drive the sales of used games. Gamers are spending more time on their consoles and there are more consoles in North American homes than ever before according to a recent study by the NPD group.

Beginning in September you will see some games and accessories introduced that will create a lot of excitement for the 4th quarter and beyond. We have become the one of the largest entertainment industries in the world and are poised to be the largest in the next few years.

I live in Middle Tennessee and the NFL "Hall of Fame Game" with the Tennessee Titans taking on the Buffalo Bills broke a long dry-spell for us football-crazed southerners. College Football is still king here, but we love the NFL too! If you love football and video games, the release of Madden '10 is also a big deal and we will be holding tournaments at all our stores the evening before the game is released for sale. If you are close to one of our stores and would like to participate or observe, go to our Facebook page and the schedules are posted there for each of the stores. Oh yeah, the Titans won Sunday night 21-18.

A lot of the people interested in opening Gorilla Games Stores also have questions about financing options. If you think your only option is to trot down to your local bank and ask for some money, you are mistaken. I can tell you from working with several people with different needs, there are options. One of the options, and I have mentioned it before, is to tap into your retirement account if you have one. We are working with a company called Benetrends, Inc. and they are a business funding solutions company. They have a program that will let you use capital that is in your retirement account without facing any taxes or penalty.

Their methods are completely accepted by the IRS and may be an avenue many of you that have the desire to open a Gorilla Games store have not thought of. I will be glad to put you in touch with our contact there if you have such a need or any questions.

Several of the people we are working with have approached other family members with their vision for a Gorilla Games store and have been successfully securing funds. The Small Business Administration is certainly a popular avenue. Many times that local bank will offer a personal line of credit in the \$25,000 to \$30,000 range and coupled with other funds, that can be a solution.

My point here is that the need for financing is not a roadblock, but just an obstacle that needs to be overcome and there are several ways to do that. A lack of determination is far more difficult to deal with than a lack of investment capital.

Gaming Industry Stock Watch

Company	Symbol	8/11/2009	7/26/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$9,334.33	\$9,093.24	\$11,867.11	\$6,469.95	2.65%
Game Producers:						
Majesco Entertainment Co., Inc	COOL	\$1.99	\$2.08	\$2.29	\$0.36	-4.33%
Electric Arts Entertainment, Inc.	ERTS	\$20.61	\$21.16	\$50.17	\$14.24	-2.60%
Ubisoft Entertainment SA	UBSFF	\$18.10	\$20.45	\$98.00	\$14.00	-11.49%
Konami Deposit Receipt	KNM	\$19.10	\$19.55	\$33.14	\$12.77	-2.30%
Activision Blizzard, Inc	ATVI	\$12.36	\$11.54	\$17.84	\$8.14	7.11%
Netease.com, Inc.	NTES	\$45.05	\$42.18	\$46.69	\$15.00	6.80%
THQ, Inc.	THQI	\$6.76	\$8.60	\$17.14	\$2.23	-21.40%
Take Two Interactive Software, Inc.	TTWO	\$9.89	\$9.22	\$25.75	\$5.56	7.27%
Retailers:						
0						
GameStop	GME	\$24.15	\$24.15	\$47.69	\$16.91	0.00%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
Consoles and Components:						
Immerson Corp.	IMMR	\$4.40	\$4.10	\$7.92	\$2.31	7.32%
Microsoft, Inc	MSFT	\$23.32	\$23.45	\$28.50	\$14.87	-0.55%
Nintendo Deposit Receipt	NTDOY	\$32.76	\$35.30	\$67.65	\$31.15	-7.20%
Sony	SNE	\$28.62	\$25.38	\$40.15	\$15.64	12.77%
Accessories:						
Mud Catz Interactive, inc.	MCZ	\$0.37	\$0.26	\$0.80	\$0.15	42.31%
Game Index		\$247.48	\$247.42	\$483.73	\$153.33	0.02%

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

