



## *HEARD IN THE JUNGLE*

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Lookout Dorothy, Kansas has gorillas! We are proud to announce that the owners of T2 Wireless, Inc. in Manhattan, KS will be opening the first Gorilla Games Store in Junction City, KS.

Todd Nutsch, Tate Fisher and Stan Fisher agreed to terms with Gorilla Games and have established a target opening date of October 1, 2009 for their first store. Efforts have already begun to prepare the location in the downtown area of Junction City, KS (Home of the First Infantry at Fort Riley) for an opening in just over 30 days. T2 Wireless, Inc. is a very successful and growing wireless dealer in Kansas and this is their first store in an effort to diversify their company. We are all excited about the opportunity offered to us in a Midwestern market that currently has no video game store.



Pictured from left to right are Beau Hernandez, Tate Fisher, Stan Marks, Todd Nutsch and Stan Fisher 8-28-09.

Welcome to the Jungle!

This newsletter is a week late and the reason was my extensive travel last week and I wanted to announce the new store as well. In the last newsletter I touched on financing and SBA loans. On the Franchise King Blog, the following appeared:

### [Senate Bill S.1615 Suggests Online SBA Loan Applications May be Possible](#)

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**Applying for a franchise/small business loan?** Maybe you will be able to do it in a much more [Green](#) way. Instead of hopping into your vehicle, and going up to your local SBA lender's place of business, you may be able to sit at your computer, and apply for the American Dream, right online...

Senator Olympia Snowe, R-Maine, is introducing a bill that would allow for that. WOW. This is so Web 2.0. ***{I am not being sarcastic, for once.}***

In addition, in order to boost lending to a lot of folks that read this blog, ***{Prospective franchise owners}*** the bill also includes a **\$15,000 increase** in the amount you can borrow in the [SBA's Microloan program](#). This is great news!

If the government wants to stimulate the economy, this is a good place to start. If you have the opportunity to speak with anyone from the US Congress, let them know that small business with the help of the Small Business Administration can create more jobs in a shorter period of time than any other segment of the US economy without spending tax money and increasing the deficit.

The activity in the video game industry will be picking up very soon with the new releases scheduled for the remainder of the year and the price decrease that has taken place with Sony's PS3 and some others rumored to be just around the corner.

It's not too late, but will be soon, to get a store open and performing for the 4<sup>th</sup> quarter. Commercial rents are still very attractive and interest rates are low. Waiting is expensive.

#### Gaming Industry Stock Watch

Company	Symbol	8/28/2009	8/11/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$9,544.20	\$9,334.33	\$11,867.11	\$6,469.95	2.25%
<b>Game Producers:</b>						
Majesco Entertainment Co., Inc	COOL	\$1.60	\$2.08	\$2.29	\$0.36	-23.08%
Electric Arts Entertainment, Inc.	ERTS	\$18.76	\$21.16	\$50.17	\$14.24	-11.34%
Ubisoft Entertainment SA	UBSFF	\$17.75	\$20.45	\$98.00	\$14.00	-13.20%
Konami Deposit Receipt	KNM	\$19.69	\$19.55	\$33.14	\$12.77	0.72%
Activision Blizzard, Inc	ATVI	\$11.69	\$11.54	\$17.84	\$8.14	1.30%
Netease.com, Inc.	NTES	\$42.05	\$42.18	\$46.69	\$15.00	-0.31%
THQ, Inc.	THQI	\$5.68	\$8.60	\$17.14	\$2.23	-33.95%
Take Two Interactive Software, Inc.	TTWO	\$10.43	\$9.22	\$25.75	\$5.56	13.12%
<b>Retailers:</b>						
<b>0</b>						
GameStop	GME	\$23.47	\$24.15	\$47.69	\$16.91	-2.82%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
<b>Consoles and Components:</b>						
Immerson Corp.	IMMR	\$4.21	\$4.40	\$7.92	\$2.31	-4.32%
Microsoft, Inc	MSFT	\$24.68	\$23.32	\$28.50	\$14.87	5.83%
Nintendo Deposit Receipt	NTDOY	\$33.41	\$32.76	\$67.65	\$31.15	1.98%
Sony	SNE	\$27.30	\$28.62	\$40.15	\$15.64	-4.61%
<b>Accessories:</b>						
Mud Catz Interactive, inc.	MCZ	\$0.37	\$0.37	\$0.80	\$0.15	0.00%
Game Index		\$241.09	\$248.40	\$483.73	\$153.33	-2.94%

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