



## HEARD IN THE JUNGLE

October 11, 2009

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**Gorilla Fever is spreading like the H1N1 Flu!** For the third newsletter in a row we are announcing the opening of a new Gorilla Games store. We will now have our footprint on the Northeast. Byron and Susan Searle of Rutland, VT will be opening in early November. We are very excited to have them “in the jungle” since Byron has been managing a GameStop store in Rutland for the past six years and brings a tremendous amount of knowledge and enthusiasm.

They have plans to include some additional entertainment options for their store in the future and we welcome their entrepreneurial spirit and energy. This is a huge step forward for us since Byron is the first store owner to bring many years of retail video game experience into our store group. It will be a family operation since Bryon and Susan’s children, Jennifer and Matt, will also be involved in the store operations which will include “The Cage” a gaming lounge equipped with multiple consoles, screens, and Ultimate Gaming Chairs as well as a dining area to host parties.

Byron Came to Memphis last week and began his training:



Left to Right  
**Mark Algee**, Regional  
Manager-MS Store Group,  
**Byron Searle**, Store Owner-  
Rutland, VT,  
**Stan Marks**, Director of Market  
Development – Gorilla Games

October 6, 2009


Going into the Holiday season is a good time to take a look at the current top selling games. Perhaps you are looking for a gift idea for the gamer on your list or a little present for yourself. Below is the top 10 selling games per Gamespot.com:



### Ninja Gaiden Sigma 2

Publisher: **Tecmo**  
Developer: **Team Ninja**  
Genre: **Action**  
Platform: **PS3**  
Release: **2009-09-29**

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3	<b>Risen</b> Deep Silver   PC   Role-Playing	release: <b>2009-10-02</b>
4	<b>Gran Turismo</b> SCEA   PSP   Driving	score: <b>7.5</b>
5	<b>Operation Flashpoint: Dragon Rising</b> Codemasters   PS3   Action	release: <b>2009-10-06</b>
6	<b>Kingdom Hearts 358/2 Days</b> Square Enix   DS   Role-Playing	score: <b>8.0</b>
7	<b>Aion: Tower of Eternity</b> NCsoft   PC   Role-Playing	release: <b>2009-09-21</b>
8	<b>Grand Theft Auto: San Andreas</b> Rockstar Games   PS2   Action	 score: <b>9.6</b>
9	<b>Grand Theft Auto: San Andreas</b> Rockstar Games   PC   Action	score: <b>9.0</b>
10	<b>World of Warcraft</b> Blizzard Entertainment   PC   Role-Playing	score: <b>9.5</b>

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### Gaming Industry Stock Watch

Company	Symbol	10/11/2009	9/28/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$9,864.94	\$9,665.19	\$9,917.99	\$6,469.95	2.07%
<b>Game Producers:</b>						
Majesco Entertainment Co., Inc	COOL	\$1.39	\$1.47	\$2.39	\$0.36	-5.44%
Electric Arts Entertainment, Inc.	ERTS	\$20.63	\$19.46	\$33.12	\$14.24	6.01%
Ubisoft Entertainment SA	UBSFF	\$18.10	\$20.00	\$59.95	\$14.00	-9.50%
Konami Deposit Receipt	KNM	\$19.24	\$20.06	\$26.48	\$12.77	-4.09%
Activision Blizzard, Inc	ATVI	\$12.89	\$12.37	\$15.39	\$8.14	4.20%
Netease.com, Inc.	NTES	\$41.69	\$44.37	\$48.50	\$15.00	-6.04%
THQ, Inc.	THQI	\$6.27	\$7.08	\$10.74	\$2.23	-11.44%
Take Two Interactive Software, Inc.	TTWO	\$11.61	\$11.25	\$14.80	\$5.56	3.20%
<b>Retailers:</b>						
GameStop	GME	\$27.37	\$26.04	\$36.84	\$16.91	5.11%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
<b>Consoles and Components:</b>						

Immercion Corp.	IMMR	\$4.73	\$4.29	\$6.35	\$2.31	10.26%
Microsoft, Inc	MSFT	\$25.67	\$25.55	\$26.25	\$14.87	0.47%
Nintendo Deposit Receipt	NTDOY	\$31.91	\$33.22	\$67.65	\$31.15	-3.94%
Sony	SNE	\$28.20	\$29.43	\$30.15	\$15.64	-4.18%
<b>Accessories:</b>						
Mud Catz Interactive, inc.	MCZ	\$0.36	\$0.38	\$0.50	\$0.15	-5.26%
Game Index		\$250.06	\$254.97	\$379.11	\$153.33	-1.93%

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