



## HEARD IN THE JUNGLE

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Well, our chain of new store announcements is broken with this edition of *Heard in the Jungle*, but not our announcements of new businesses! This past week the first **Gorilla Games Mobile Unit**, an FUV (Fun Utility Vehicle), hit the road in Florida. We are very excited to enter the mobile entertainment business and bring video gaming to homes, corporate events, ball games, etc.

The converted Sprinter van has 5 42" HD monitors and is equipped with enough XBOX360s and Nintendo Wiis for 20 people to play at one time. I will also carry portable laser tag equipment and obstacles. We will soon have a complete business package available for inclusion with a Gorilla Games Store or a standalone Mobile Unit business model. We will also have high-res pics on the website, but for now, I have some spy photos here for your viewing pleasure.



A more detailed portfolio will appear on the website with interior shots and some from actual events. Let's Roll!

From *The Franchise King Blog*:

**Business.GOV**  
THE OFFICIAL BUSINESS LINK TO THE U.S. GOVERNMENT

**According to Caron Beesley, a fellow writer over at Business.Gov**, Starting your own business may be one of the biggest risks you will take in your life - and the statistics confirm it. According to the Small Business Administration (**SBA**), two-thirds of new businesses survive for a minimum of two years, with only 44 percent surviving at least four years. **Still interested in starting one? :)**

Caron also says that being a successful business owner requires at least four fundamental qualities:

- **Diligence** - Aside from being one of the seven holy virtues, diligence in business drives methodical work methods and an active rather than a passive approach.
- **Determination** - A determination to succeed, no matter what conflicting advice you receive or doubts that you may have, must be there.
- **Hard work** - This is the DNA of the successful business owner. You get from your business what you put into it.
- **Adaptability** - As a business owner you must be able to shift with the market, learn from your mistakes, and change your business plans accordingly.

Caron is right on the money. Here's the entire article over at [Business.Gov](http://Business.Gov)

Given the statistics above, our uncompromised goal of 100% success rate for our stores long-term is an ambitious one. We think the last point, **Adaptability**, is one of the most important and that is a major reason for our change from a franchise to a trademark license model. Under our trademark license our stores have the flexibility to adapt to their market or the industry anytime they want. They are not prevented from adding products or services that will enhance their offering and insure success.

#### Gaming Industry Stock Watch

Company	Symbol	10/25/2009	10/11/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$10,081.31	\$9,864.94	\$10,119.47	\$6,469.95	2.19%
<b>Game Producers:</b>						
Majesco Entertainment Co., Inc	COOL	\$1.26	\$1.39	\$2.39	\$0.40	-9.35%
Electric Arts Entertainment, Inc.	ERTS	\$19.96	\$20.63	\$29.40	\$14.24	-3.25%
Ubisoft Entertainment SA	UBSFF	\$18.65	\$18.10	\$59.10	\$14.00	3.04%
Konami Deposit Receipt	KNM	\$19.23	\$19.24	\$26.48	\$12.77	-0.05%
Activision Blizzard, Inc	ATVI	\$12.40	\$12.89	\$13.14	\$8.14	-3.80%
Netease.com, Inc.	NTES	\$37.55	\$41.69	\$48.50	\$15.00	-9.93%
THQ, Inc.	THQI	\$5.69	\$6.27	\$9.03	\$2.23	-9.25%
Take Two Interactive Software, Inc.	TTWO	\$11.13	\$11.61	\$13.03	\$5.56	-4.13%
<b>Retailers:</b>						
GameStop	GME	\$25.24	\$27.37	\$32.82	\$16.91	-7.78%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
<b>Consoles and Components:</b>						
Immersion Corp.	IMMR	\$4.30	\$4.73	\$6.10	\$2.31	-9.09%
Microsoft, Inc	MSFT	\$26.59	\$25.67	\$29.35	\$14.87	3.58%
Nintendo Deposit Receipt	NTDOY	\$33.69	\$31.91	\$67.65	\$30.02	5.58%
Sony	SNE	\$29.26	\$28.20	\$30.15	\$15.64	3.76%
<b>Accessories:</b>						
Mud Catz Interactive, inc.	MCZ	\$0.46	\$0.36	\$0.54	\$0.15	27.78%
Game Index		\$245.41	\$250.06	\$367.68	\$152.24	-1.86%

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