



HEARD IN THE JUNGLE

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Stan Marks – Director of Market Development
smarks@gorillagames.com 615.210.2425

This coming week is going to see the launch the greatest selling video game in history, *Call of Duty – Modern Warfare 2*. It is obviously a military themed game and the day after it is released is Veteran's Day. In the last week we have seen a tragedy at Ft. Hood, TX.

I usually keep the basis of this newsletter on our industry and our company. I am not doing that with this issue. I cannot quit thinking of the 13 people serving our country which were killed by the coward posing as a member of our military.

I am not sure all of the volunteers for our military are doing so knowing they will certainly be placed in harm's way, but they take their oath to protect our country and our freedom knowing they may make the ultimate sacrifice. They deserve the highest gratitude we can give them whether they are involved in combat or not. For these 13 people who made this commitment to die because a selfish coward who used the military to fund his education and give him the opportunity to lead a professional life in this country is a real tragedy.

I agree with Senator Joe Lieberman that the shooter is a terrorist. He is not a conscientious objector because he used violence to retaliate for what he believed and should he recover from his gunshot wounds he should be treated as a murdering terrorist.

That is enough about the coward.

Wednesday is Veteran's Day and there are parades, celebrations and a host of other events to express our gratitude to those who bravely serve and have served our country. I do not know what your plans are but I will not only thank those who served, I will thank God for all those who have given their lives so we have our freedom. I will include those 13 who died last week.

It's easy for all of us to be preoccupied with our thoughts about business or work, family issues, our financial position and other day-to-day challenges. Being able to live, raise our families and have choices about religion we practice in this country are the envy of all others. We cannot just rely on our military to continue to protect us from those who would choose for us. In a conversation this morning, the question arose "What would the Constitutional Convention Delegates think of the state of our Union today"? The point being many of our freedoms have already been legislated away over the last 200+ years.

This is not a political endorsement or condemnation of anyone, just a reminder that small changes that go mostly unnoticed can add up to a significant matter. It would be a shame for us who do not serve in the military to let our freedom erode when our current and future veterans are sacrificing much more to protect us.

just heard on the news that the coward is awake and speaking this morning, what a shame.

I was pleased recently to receive my bi-weekly copy of *Autoweek* magazine and discover that the cover was actually a scene from *Forza Motorsport 3*. The magazine also contained a 5 page article about the production of the game and the people who made it happen. It really is amazing the level that this video game has reached. I also found it interesting that the auto manufacturers that used to charge the production houses to use images of their cars are now paying to have their cars included.

The article give a lot of insight into how top level games are produced and the budgets involved. Did you know some of these games cost upwards of \$60 million dollars to make. The article is in the Nov. 2, 2009 issue and here is the link:

<http://www.autoweek.com/article/20091029/CARNEWS/910289987>

If you are a car-guy like me, you will want an XBOX360 if you don't already have one. It will make a great gift for the kids and you can play it too!

Gaming Industry Stock Watch

Company	Symbol	11/8/2009	10/25/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$10,005.96	\$10,081.31	\$10,119.47	\$6,469.95	-0.75%
Game Producers:						
Majesco Entertainment Co., Inc	COOL	\$0.93	\$1.26	\$2.39	\$0.40	-26.19%
Electric Arts Entertainment, Inc.	ERTS	\$19.00	\$19.96	\$23.95	\$14.24	-4.81%
Ubisoft Entertainment SA	UBSFF	\$16.60	\$18.65	\$59.10	\$14.00	-10.99%
Konami Deposit Receipt	KNM	\$17.69	\$19.23	\$26.48	\$12.77	-8.01%
Activision Blizzard, Inc	ATVI	\$11.25	\$12.40	\$13.14	\$8.14	-9.27%
Netease.com, Inc.	NTES	\$40.68	\$37.55	\$48.50	\$15.00	8.34%
THQ, Inc.	THQI	\$5.18	\$5.69	\$9.03	\$2.23	-8.96%
Take Two Interactive Software, Inc.	TTWO	\$11.41	\$11.13	\$12.86	\$5.56	2.52%
Retailers:						
GameStop	GME	\$24.63	\$25.24	\$32.82	\$16.91	-2.42%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
Consoles and Components:						
Immersion Corp.	IMMR	\$3.94	\$4.30	\$6.10	\$2.31	-8.37%
Microsoft, Inc	MSFT	\$28.52	\$26.59	\$29.35	\$14.87	7.26%
Nintendo Deposit Receipt	NTDOY	\$33.27	\$33.69	\$67.65	\$30.02	-1.25%
Sony	SNE	\$28.87	\$29.26	\$30.82	\$15.64	-1.33%
Accessories:						
Mud Catz Interactive, inc.	MCZ	\$0.45	\$0.46	\$0.54	\$0.15	-2.17%
Game Index		\$242.42	\$245.41	\$362.73	\$152.24	-1.22%

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