



HEARD IN THE JUNGLE

December 7, 2009

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CE LEAD THE WAY

It appears the Thanksgiving weekend sales were not as bad as projected, but n records were set either. The good news is that consumer electronics are the staple of the retail world right now. If not for the good performance of CE retailers, the biggest sales weekend of the year would not have gone very well. Another indication we are in the right industry for this point in time.

Many of our stores had their biggest day of the year on Black Friday and we are thankful for that. We are also thankful that it was not the biggest day of the year at all of them. This may sound strange, but as many of you know, we only have 3 of the 8 stores now open that have been open for more than 12 months. The fact that some of those stores have had larger days in sales indicates we are not as dependent on the 4th quarter as many other retailers. Don't get me wrong, the 4th quarter is still our largest, but we are able to hold our sales to a more consistent level. That consistency is beneficial in managing payroll, inventory, marketing efforts and cash-flow.

Now with 8 stores open in 7 different markets and our first Mobile Unit on the street and our first "Gaming Cage or Lounge" in operation we are finding more revenue streams for Gorilla Games Stores and gaining a larger share of the entertainment market. Our Trademark License model allows for this kind of creativity and we are counting on additional entrepreneurial growth to build GG into a brand of significance.

As you can tell we are feeling "Pretty Proud" of the Gorilla Games brand. We continually hear from the new store owners how customers love the name and logo and how they enter the door with a positive feeling before we have ever had a chance to offer them the kind of customer service that is unequalled in the video game store business.

We have received comments from some current and future store owners that the Name and logo are worth the cost of the Trademark License Agreement. Frankly, we have been surprised at the value the Gorilla brings to the program. We knew we liked it and our focus groups liked it and it is rewarding to see such wide acceptance.

I recently ran across an interesting article from the Small Business and Entrepreneurship Council. The SBE Council out of Oakton, Virginia has **just** released its latest rankings report on your state and how small business friendly it really is.

From their website;

The “Small Business Survival Index” is the most comprehensive measure of which states are truly friendly to small business, and which are not in terms of public policy decisions. The factors included in the Index – taxes, various regulatory costs, government spending, property rights, health care and energy costs, and much more – matter a great deal to the competitiveness of each state and to the well being of small business.

In terms of their policy environments, the **Top-Ten** entrepreneur-friendly states under the “Small Business Survival Index 2009” are: **1) South Dakota**, **2) Nevada**, **3) Texas**, **4) Wyoming**, **5) Washington**, **6) Florida**, **7) South Carolina**, **8) Colorado**, **9) Alabama**, and **10) Virginia**. In contrast, the **Bottom-Ten** include: **42) Hawaii**, **43) Minnesota**, **44) Massachusetts**, **45) Rhode Island**, **46) Maine**, **47) Vermont**, **48) New York**, **49) California**, **50) New Jersey** and **51) District of Columbia**. I’m guessing you’d like to see more details, plus all the other states rankings.

[Go here](#)

I find it interesting, not surprising, that Washington DC is no. 50. We are hearing a lot of rhetoric from Washington about helping small business grow. Looks like they should start at home.

Watch for more new store announcements coming soon!

Gaming Industry Stock Watch

Company	Symbol	12/6/2009	11/22/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$10,366.15	\$10,332.44	\$10,516.70	\$6,469.95	0.33%
Game Producers:						
Majesco Entertainment Co., Inc	COOL	\$0.88	\$0.89	\$2.39	\$0.40	-1.12%
Electric Arts Entertainment, Inc.	ERTS	\$16.55	\$17.43	\$23.76	\$14.24	-5.05%
Ubisoft Entertainment SA	UBSFF	\$15.70	\$16.40	\$24.75	\$14.00	-4.27%
Konami Deposit Receipt	KNM	\$17.34	\$16.26	\$26.48	\$12.77	6.64%
Activision Blizzard, Inc	ATVI	\$11.30	\$11.57	\$13.14	\$8.14	-2.33%
Netease.com, Inc.	NTES	\$38.75	\$37.20	\$48.50	\$16.61	4.17%
THQ, Inc.	THQI	\$4.66	\$4.89	\$9.03	\$2.23	-4.70%
Take Two Interactive Software, Inc.	TTWO	\$10.92	\$11.28	\$12.81	\$5.56	-3.19%
Retailers:						
GameStop	GME	\$21.35	\$24.50	\$32.82	\$19.03	-12.86%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
Consoles and Components:						
Immersion Corp.	IMMR	\$4.10	\$3.97	\$6.10	\$2.31	3.27%
Microsoft, Inc	MSFT	\$29.83	\$29.78	\$30.37	\$14.87	0.17%
Nintendo Deposit Receipt	NTDOY	\$28.95	\$30.80	\$67.65	\$28.26	-6.01%
Sony	SNE	\$27.98	\$26.98	\$30.82	\$15.64	3.71%
Accessories:						
Mad Catz Interactive, inc.	MCZ	\$0.37	\$0.41	\$0.54	\$0.15	-9.76%
Game Index		\$228.68	\$232.36	\$329.16	\$154.21	-1.58%

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