



## *HEARD IN THE JUNGLE*

**December 21, 2009**

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

### **Merry Christmas & Happy Holidays**

No matter what your age or beliefs, there really is nothing like seeing children at this time of the year. The excitement in their eyes is something we should always keep in mind and if just a little bit of that feeling could creep into our daily lives we would all be better for it.

We have had a lot of excitement at Gorilla Games since the I last distributed our newsletter. We have two new stores on the way for 2010 and the 4<sup>th</sup> quarter has been good to our existing stores as well. First we welcome the 5<sup>th</sup> store in the state of Florida. Jonathan and Karen Ossi will be opening late 1<sup>st</sup> quarter in Jacksonville. Their new location is under construction and will be ready to be transformed into a gaming jungle in March.

That excitement I mentioned above is alive and well with Jonathan and Karen and it is contagious.



Jonathan and Karen bring rich enthusiasm for the video game business as well as a strong entrepreneurial spirit. They have plans to open additional stores in the Jacksonville area over the next 2-3 years. They both have significant business experience and aptitude and that oh so important strong desire to be in control of their own economic future. Welcome aboard!

We are also pleased to announce the addition of the 10<sup>th</sup> Gorilla Game store in Waite Park/St. Cloud, MN. Gary Nielsen will be opening in late Feb./early Mar. Unfortunately I was unable to get a photograph of Gary and his son Andrew when I was there last week, but we will include one in a coming issue.

Gary and Andrew both have retail experience and that same desire for the satisfaction of owning their own business. Gary was formerly in the video business and will bring a lot of ownership attributes that will aid in their success. Andrew has the video game knowledge and a “customer service first” attitude that will give their store the differentiation needed to out-perform the competition.

Their location is also in the process of transformation and will be ready for their late Feb. opening. Both of these new stores are planning on offering a video game lounge/cage that can be rented by the hour. Byron and Susan Searle in Vermont are experiencing a lot of success with theirs and we believe this is another opportunity for Gorilla Games stores to offer the ultimate video game store experience and become the video-game pro-shop in their markets.

Yesterday I read an interesting article in the Nashville *Tennessean*, but it was an Associated Press article by Jeff Baenen. The title, **Gaming Watchdog will close its doors**, gave the news of the closing of the National Institute on Media and the Family. This institute is responsible for the standardization of game ratings and the accountability of game producers. I mention all of this because it was accomplished with industry help and not the governments. It is a rare occasion when we can keep the government from regulating and let the private sector monitor itself successfully.

The article says the institute is closing because of lost funding and I am sure that is true. Perhaps the work is done for this institute and the funding is no longer needed. We have a standard rating system in place that is administered by the ESRB (Entertainment Software Rating Board) and the retailers are voluntarily monitoring the sale of games to their intended audiences. This is part of the Gorilla Games training and we have a "0 tolerance" for selling underage customers a mature game.

We believe the National Institute on Media and the Family did very worthwhile work during their existence. We think they just worked themselves out of a job and it was a job well done.

**Please know that all of us at Gorilla Games value our relationships, both professional and personal, with all of you and we hope you will continue to prosper and grow.**

**HAPPY NEW YEAR TOO!**

#### Gaming Industry Stock Watch

Company	Symbol	12/20/2009	12/6/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$10,328.69	\$10,366.15	\$10,516.70	\$6,469.95	-0.36%
<b>Game Producers:</b>						
Majesco Entertainment Co., Inc	COOL	\$1.04	\$0.88	\$2.39	\$0.41	18.18%
Electric Arts Entertainment, Inc.	ERTS	\$16.72	\$16.55	\$23.76	\$14.24	1.03%
Ubisoft Entertainment SA	UBSFF	\$14.30	\$15.70	\$24.75	\$14.00	-8.92%
Konami Deposit Receipt	KNM	\$17.00	\$17.34	\$26.48	\$12.77	-1.96%
Activision Blizzard, Inc	ATVI	\$11.06	\$11.30	\$13.14	\$8.14	-2.12%
Netease.com, Inc.	NTES	\$37.20	\$38.75	\$48.50	\$16.61	-4.00%
THQ, Inc.	THQI	\$4.73	\$4.66	\$9.03	\$2.23	1.50%
Take Two Interactive Software, Inc.	TTWO	\$9.01	\$10.92	\$12.57	\$5.56	-17.49%
<b>Retailers:</b>						
GameStop	GME	\$22.48	\$21.35	\$32.82	\$20.02	5.29%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
<b>Consoles and Components:</b>						
Immersion Corp.	IMMR	\$4.34	\$4.10	\$6.10	\$2.31	5.85%
Microsoft, Inc	MSFT	\$30.36	\$29.83	\$30.45	\$14.87	1.78%
Nintendo Deposit Receipt	NTDOY	\$29.70	\$28.95	\$49.80	\$28.26	2.59%
Sony	SNE	\$28.64	\$27.98	\$30.82	\$15.64	2.36%
<b>Accessories:</b>						
Mad Catz Interactive, inc.	MCZ	\$0.35	\$0.37	\$0.54	\$0.15	-5.41%
Game Index		\$226.93	\$228.68	\$311.15	\$155.21	-0.77%

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