



## HEARD IN THE JUNGLE

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### HAPPY NEW YEAR!

Well, as they say, '09 is history and boy was it some kind of history. Everyone under 40 experienced a deep recession for the first time and those of us over 40 have changed our retirement plans. Whichever group you fit into, your life has been changed.

We had our first minority president installed into office and he did not choose to be passive. We have seen government involved more in business than ever before, and business in general has been elusive. I also believe there is a grassroots effort to let Washington know to “shape up” or we will elect better leadership for our country. I hope so anyway.

With this issue, we have completed a year's worth of observation on the video game industry, a year's worth of evaluating various opportunities in our business, a few editorial messages, and the addition of several new Gorilla Games Stores thankfully. We can learn from our history, but we can't live in it so that's enough of that.

You know by now that one of my favorite blogs is the one below. I particularly like this entry so I have included it.

### The Franchise King



#### 5 New Year's Resolutions For Prospective New Small Business/Franchise Owners

Posted: 02 Jan 2010 04:57 PM PST



**January is usually a month filled with hope.** For some, it's also filled with fantasies of unshackling themselves from their corporate desks, and becoming their own bosses.

Although only a small percentage of people actually have the courage to take something on as risky (?)

as investing in a business of their own, for the few of them that do, it's quite freeing.

If you're one of the folks who are considering small business/franchise business ownership, these **5 New Year's resolutions** are just for you;

- **You will take charge of your career.** Find a new job, or maybe even start you're own business
- If you make a large purchase in 2010, you will do your research and base your decision on **facts only**.  
*(Example; Purchasing a franchise or non-franchise biz would be considered a large purchase)*
- If you get into business for yourself, you will **get help writing your business plan**, so you can increase your chances of obtaining a small business loan
- You will learn **something** about social media by opening a **Facebook, Twitter,**or **LinkedIn** account. **(For FREE)**
- You will **unplug** from everything electronic for 24 hours, at least once a month.

I have always believed that out of every disappointment there is an opportunity. Look for it and pursue it or you will not reach your potential.

#### Gaming Industry Stock Watch

Company	Symbol	1/3/2010	12/20/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$10,428.05	\$10,328.69	\$10,580.33	\$6,469.95	0.96%
<b>Game Producers:</b>						
Majesco Entertainment Co., Inc	COOL	\$1.15	\$1.04	\$2.39	\$0.53	10.58%
Electric Arts Entertainment, Inc.	ERTS	\$17.75	\$16.72	\$23.76	\$14.24	6.16%
Ubisoft Entertainment SA	UBSFF	\$14.25	\$14.30	\$24.75	\$13.60	-0.35%
Konami Deposit Receipt	KNM	\$18.00	\$17.00	\$26.48	\$12.77	5.88%
Activision Blizzard, Inc	ATVI	\$11.11	\$11.06	\$13.14	\$8.14	0.45%
Netease.com, Inc.	NTES	\$37.62	\$37.20	\$48.50	\$16.61	1.13%
THQ, Inc.	THQI	\$5.04	\$4.73	\$9.03	\$2.23	6.55%
Take Two Interactive Software, Inc.	TTWO	\$10.05	\$9.01	\$12.57	\$5.56	11.54%
<b>Retailers:</b>						
GameStop	GME	\$21.94	\$22.48	\$32.82	\$20.02	-2.40%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
<b>Consoles and Components:</b>						
Immersion Corp.	IMMR	\$4.58	\$4.34	\$6.10	\$2.31	5.53%
Microsoft, Inc	MSFT	\$30.48	\$30.36	\$31.50	\$14.87	0.40%
Nintendo Deposit Receipt	NTDOY	\$29.82	\$29.70	\$49.80	\$28.26	0.40%
Sony	SNE	\$29.00	\$28.64	\$30.82	\$15.64	1.26%
<b>Accessories:</b>						
Mad Catz Interactive, inc.	MCZ	\$0.35	\$0.35	\$0.54	\$0.15	0.00%
Game Index		\$231.14	\$226.93	\$312.20	\$154.93	1.86%

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