



HEARD IN THE JUNGLE

January 18, 2010

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

HEARD IN THE JUNGLE CELEBRATES 1st ANNIVERSARY

This is the first issue of our second year for the newsletter. While that may not be a big deal to all of you, it is for me since I nearly made 52 deadlines and that is a lifetime record. My only explanation is the pleasure I derive from putting this thing together every other week. Sound like bull to you? It really isn't. The fast-moving consumer electronics industry offers more information than we can digest so material is easy to find and despite the tough climate for entrepreneurs in 2009 it wasn't a bad year for us or the video game industry.

On January 16, 2009 the DJIA closed at 8,281.22 and on January 16, 2010 the DJIA was as 10,710.55, a 30.5% increase over the life of our newsletter. I compared the like stocks from our 1st table on Jan. 26, 2009 and the table in this issue and they increased 29.4%. 2009 was the second best year of sales for the video game industry even with limited new titles and no new consoles being released. 2010 is poised to see many more new games and some significant console accessory offerings.

The level of interest in opening new Gorilla Games Stores is higher than ever. I work with new prospective owners every day and the major challenge is finding financing for new operations. I have come upon a couple of little known opportunities recently and the links are below:

http://money.cnn.com/2009/10/27/smallbusiness/free_money_small_business_grants/index.htm

and

Meet James Hendergrass, and Ted Clarkson, These *former* Manhattan banking executives have decided to do something positive with their own massive bonus checks. **(They just received them, last month) Here's a couple of facts;**

- Hendergrass and Clarkson both worked for banks that *we* bailed out.
- Henderson and Clarkson both were admitted to an upstate New York drug treatment center for an addiction to sleeping pills.

Friends since college, (**Harvard**) these gentleman have stuck together through thick and thin. They have been involved in banking since 1965, and are very talented financial executives.

These talented guys have just received approval from the FDICY to start their own niche bank. It is called; **ExecBonus N.A.**

This New York based institution will specialize in small business start-up loans, and will concentrate on the undeserved low-investment market.

The loans they will "arrange" will be in the \$15,000-\$20,000 range.

Must be employed, or at least collecting unemployment

Will be required to put 40% to 50% down

Must have a valid drivers license/proof of insurance

May need a business plan

Well, that's their plan. We'll have to see how it goes.

Gaming Industry Stock Watch

Company	Symbol	1/17/2010	1/3/2010	52 Week High	52 Week low	% Change
Dow Index	IND	\$10,710.55	\$10,428.05	\$10,723.77	\$6,469.95	2.71%
Game Producers:						
Majesco Entertainment Co., Inc	COOL	\$1.19	\$1.15	\$2.39	\$0.53	3.48%
Electric Arts Entertainment, Inc.	ERTS	\$17.18	\$17.75	\$23.76	\$14.24	-3.21%
Ubisoft Entertainment SA	UBSFF	\$14.25	\$14.25	\$24.75	\$13.60	0.00%
Konami Deposit Receipt	KNM	\$18.10	\$18.00	\$21.98	\$12.77	0.56%
Activision Blizzard, Inc	ATVI	\$10.86	\$11.11	\$13.14	\$8.67	-2.25%
Netease.com, Inc.	NTES	\$39.14	\$37.62	\$48.50	\$17.00	4.04%
THQ, Inc.	THQI	\$5.53	\$5.04	\$9.03	\$2.23	9.72%
Take Two Interactive Software, Inc.	TTWO	\$10.15	\$10.05	\$12.57	\$5.56	1.00%
Retailers:						
GameStop	GME	\$20.50	\$21.94	\$32.82	\$19.42	-6.56%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
Consoles and Components:						
Immersion Corp.	IMMR	\$4.91	\$4.58	\$5.60	\$2.31	7.21%
Microsoft, Inc	MSFT	\$30.96	\$30.48	\$31.50	\$14.87	1.57%
Nintendo Deposit Receipt	NTDOY	\$35.15	\$29.82	\$45.50	\$28.26	17.87%
Sony	SNE	\$33.73	\$29.00	\$34.10	\$15.64	16.31%
Accessories:						
Mad Catz Interactive, inc.	MCZ	\$0.38	\$0.35	\$0.54	\$0.15	8.57%
Game Index		\$242.03	\$231.14	\$306.18	\$155.25	4.71%

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