



HEARD IN THE JUNGLE

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What are your plans for 2010?

I know it's a little late to ask this question or at least it should be. I'm asking it anyway since there may be some procrastinators out there like me.

We finished 2009 a lot smarter and larger than we were in 2008. Both of these are of course good things. So what are we going to do with this new knowledge and larger market presence?

We are going to continue to drive our company based on the values we have instilled since the beginning. We are not going to pay any attention to the market forecasters or naysayers. We are going to make our projections based on the success we have enjoyed in the last year and be confident in our belief the market exists for us and is growing. We are also confident in the Gorilla Games ownership model's ability to capture our share of the video game market in their area. We are determined to put our stores in a position to be able to creatively move with the market and seize profitable entertainment opportunities.

Now, you don't expect me to divulge all of this information in a public newsletter do you. You can find out more with a little effort though. Talk to our store owners and hear about their successes. Talk with us about our program and we'll evaluate your market, help you with a business plan and financial forecasts.

Optimal retail opportunities live relatively short lives before the market matures and you are left with a pie that is fixed and everyone fighting for the same piece. At that point price takes over and only the lowest cost operators survive.

We have already positioned ourselves as the low cost opportunity in the video game entertainment business and therefore the profitability can exceed the others, especially in an expanding market.

Oh yeah, what are we doing for 2010? We are keeping our no. 1 goal out in front of everything. Our no. 1 goal is 100% success rate for Gorilla Games Stores. We do not have a goal for the no. of stores at the end of this

year or any other year. We are going to continue to share ideas with all our store owners and them with each other. We are going to continue to encourage creativity at the stores so our success is not limited to a fixed model that is inflexible. We trust in entrepreneurship and we know it will continue to serve us and our stores well now and in the future. We will continue to recruit entrepreneurs to the Gorilla Games Jungle because of our trust.

What will you do in 2010? Do you have the attitude you can make things happen in any kind of market or economic condition? You know attitude is what you choose for yourself. The greatest opportunities in our history were over-looked by most, were usually obvious in hind-site and ultimately built companies of distinction.

There is a report about our industry we found interesting and it can be seen with this link: http://www.npd.com/press/releases/press_100114.html

You can also view other new releases about our industry from NPD at their website, www.npd.com.

Gaming Industry Stock Watch

Company	Symbol	1/31/2010	1/17/2010	52 Week High	52 Week low	% Change
Dow Index	IND	\$10,120.46	\$10,710.55	\$10,729.89	\$6,469.95	-5.51%
Game Producers:						
Majesco Entertainment Co., Inc	COOL	\$0.76	\$1.19	\$2.39	\$0.53	-36.13%
Electric Arts Entertainment, Inc.	ERTS	\$16.77	\$17.18	\$23.76	\$14.24	-2.39%
Ubisoft Entertainment SA	UBSFF	\$13.85	\$14.25	\$24.75	\$13.50	-2.81%
Konami Deposit Receipt	KNM	\$17.31	\$18.10	\$21.98	\$12.77	-4.36%
Activision Blizzard, Inc	ATVI	\$10.25	\$10.86	\$13.14	\$8.67	-5.62%
Netease.com, Inc.	NTES	\$32.74	\$39.14	\$48.50	\$17.73	-16.35%
THQ, Inc.	THQI	\$5.26	\$5.53	\$9.03	\$2.23	-4.88%
Take Two Interactive Software, Inc.	TTWO	\$9.28	\$10.15	\$12.57	\$5.56	-8.57%
Retailers:						
GameStop	GME	\$19.86	\$20.50	\$32.82	\$19.42	-3.12%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
Consoles and Components:						
Immersion Corp.	IMMR	\$4.44	\$4.91	\$5.60	\$2.31	-9.57%
Microsoft, Inc	MSFT	\$29.16	\$30.96	\$31.50	\$14.87	-5.81%
Nintendo Deposit Receipt	NTDOY	\$36.50	\$35.15	\$45.05	\$28.26	3.84%
Sony	SNE	\$33.80	\$33.73	\$34.99	\$15.64	0.21%
Accessories:						
Mad Catz Interactive, inc.	MCZ	\$0.36	\$0.38	\$0.54	\$0.15	-5.26%
Game Index		\$230.34	\$242.03	\$306.62	\$155.88	-4.83%

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

