



HEARD IN THE JUNGLE

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Who will bring us out of the Economic Funk?

You will. Fortunately for those of us in the video game retail business, the funk is tolerable at present. Each and every one of us will be what strengthens the US economy. Only one type person always finds opportunity and that is an entrepreneur.

We hire people and buy durable goods, consumable goods and services. We rent buildings and build new ones. We buy cars, trucks and equipment. We provide the necessary and desirable goods and services that make our lifestyle the envy of the world. We work harder, take more chances, learn more from doing and sometimes failing than those who have no vision. Give us a fair marketplace with minimal restriction and economic miracles happen. Give us an unfair marketplace and heavy restrictions and we will still find the opportunities.

I want to shine a little light on one of the Gorilla Games stores in this edition. I spent a couple days with Byron Searle, his wife Sue and daughter Jen last week in Rutland, VT. The Searles opened their store on Black Friday '09. Whew! That took guts.

Byron had managed a GameStop for several years in Rutland and became unhappy with inflexibility he had as a manager in the large corporate GameStop. Byron had a vision. His vision of a video game store included a pay-to-play lounge, lots of vintage and classic games, better and flexible trade-in values for his customers and an overall non-corporate atmosphere to do business in an industry he loves. With the help of his wife Sue, son Matt and daughter Jen he made it happen.

During my visit I observed a constant flow of traffic, many of them first time visitors that had heard about the place mostly from word of mouth. All were drawn to "The Cage", , Nintendo 64, Sega Genesis, etc. In reality, all I saw were smiles and people eager to support an alternative to GameStop. There are 2 of them in Rutland, VT. Why does it all work for this store? Because Byron saw an opportunity to do what he believed would fit the market and was persistent enough to see it through.

Hats off to the Searles and the job they have done and will do. We are proud to be involved with them just like the other entrepreneurs hanging Gorilla Games signs around the country.

There have been a lot of new games released since the first of the year and I have included the top ten sellers below:

[Battlefield Bad Company 2 Limited Edition](#)

[Bioshock 2](#)

[Final Fantasy XIII](#)

[Aliens vs. Predator](#)

[Pokemon SoulSilver](#)

[Heavy Rain](#)

Pokemon HeartGold
Dante's Inferno: Divine Edition
Valkyria Chronicles
Darksiders

Please be on the lookout for our new consumer website and if you have a chance to visit one of the stores, please inform them you receive this newsletter and I am sure they will be glad talk with you. As always we welcome any opportunity to discuss our business opportunity with you and I can be reached at 615-210-2425.

Watch for our new store announcements n this newsletter. I am always happy to take information that might be useful to our readers so please forward it to smarks@gorillagames.com

Gaming Industry Stock Watch

Company	Symbol	2/15/2010	1/31/2010	52 Week High	52 Week low	% Change
Dow Index	IND	\$10,144.19	\$10,120.46	\$10,729.89	\$6,469.95	0.23%
Game Producers:						
Majesco Entertainment Co., Inc	COOL	\$0.81	\$0.76	\$2.39	\$0.53	6.58%
Electric Arts Entertainment, Inc.	ERTS	\$16.12	\$16.77	\$23.76	\$14.75	-3.88%
Ubisoft Entertainment SA	UBSFF	\$13.85	\$13.85	\$24.75	\$13.50	0.00%
Konami Deposit Receipt	KNM	\$17.08	\$17.31	\$21.98	\$12.77	-1.33%
Activision Blizzard, Inc	ATVI	\$11.07	\$10.25	\$13.14	\$9.21	8.00%
Netease.com, Inc.	NTES	\$34.79	\$32.74	\$48.50	\$18.25	6.26%
THQ, Inc.	THQI	\$6.17	\$5.26	\$9.03	\$2.23	17.30%
Take Two Interactive Software, Inc.	TTWO	\$9.86	\$9.28	\$12.57	\$5.56	6.25%
Retailers:						
GameStop	GME	\$19.36	\$19.86	\$32.82	\$18.27	-2.52%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
Consoles and Components:						
Immerson Corp.	IMMR	\$4.09	\$4.44	\$5.17	\$2.31	-7.88%
Microsoft, Inc	MSFT	\$28.12	\$29.16	\$31.50	\$14.87	-3.57%
Nintendo Deposit Receipt	NTDOY	\$34.05	\$36.50	\$39.50	\$28.26	-6.71%
Sony	SNE	\$34.06	\$33.80	\$35.59	\$15.64	0.77%
Accessories:						
Mad Catz Interactive, inc.	MCZ	\$0.44	\$0.36	\$0.54	\$0.15	22.22%
Game Index		\$229.87	\$230.34	\$301.24	\$156.30	-0.20%

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