

HEARD IN THE JUNGLE

March 15, 2010

Stan Marks – Director of Market Development

smarks@gorillagames.com 615.210.2425



BIG OPPORTUNITY IN VIDEO GAMING

First let me explain to you avid readers of this little note that if you think you missed the last edition, you are right. It was scheduled for release on Feb. 29th and well, you know, this isn't leap year.

Since we last spoke here, Movie Gallery, the parent of Hollywood Video and Game Crazy closed their doors and now there are over 200 markets in the US with one less game store. That's a big void and we want to fill it. The Game Crazy stores became the victim of the DVD failure and it probably would have happened sooner if they had not had the video game stores to prop things up.

We are very interested in entering those markets vacated by this event and would like to talk with any of you that are interested in taking advantage of the opportunity.

February was a strong sales month for Gorilla Games and we are seeing steady growth. A new Gorilla Games Store just opened on March 1 in St Cloud/Waite Park, MN. Gary and Andy Nielsen are off to the races with the 8th Gorilla Games location and the first opening of 2010.

Gary has experience in the video business and Andy is a retail demon. They have a "Cage" in their store for hourly play and an experience you can't get at home.

The snow is gone, well almost and Andy is ready for business. St Cloud is about 60 miles no. of Minneapolis and has a great



There are several things happening in gaming and both Microsoft and Sony are set to enter the motion interactive world Nintendo created. This fall will see their technology release and it is highly anticipated. These options and advancement in technology will certainly drive a lot of growth in the industry with new games and the continual evolution enhance by interaction.

Wii brought many different age demographics into video gaming and created the family gaming experience and now XBOX360 and Playstation 3 want in on the growth. When the Big 3 crank up the R & D, we are usually in for a treat and an expansion of the industry.

After a couple of quarters of performance that has mirrored the DOW (Which is really not too bad) the stocks on our watch table below have had a good month with double the return of the DOW.

Of particular interest in Majesco Entertainment which publishes several titles for Nintendo Wii and Nintendo DS. They gained 27% over the last month. Sales of new games for Nintendo WII and DS are brisk and are fairly constant since the ratio of games traded in for these consoles is far below those for other platforms.

Give us a call or visit www.gorillagames.com for more info. on the program.

Gaming Industry Stock Watch

Company	Symbol	3/15/2010	2/15/2010	52 Week High	52 Week low	% Change
Dow Index	IND	\$10,611.84	\$10,144.19	\$10,729.89	\$7,105.86	4.61%
Game Producers:						
Majesco Entertainment Co., Inc	COOL	\$1.03	\$0.81	\$2.39	\$0.75	27.16%
Electric Arts Entertainment, Inc.	ERTS	\$17.90	\$16.12	\$23.76	\$15.70	11.04%
Ubisoft Entertainment SA	UBSFF	\$12.25	\$13.85	\$24.75	\$11.70	-11.55%
Konami Deposit Receipt	KNM	\$19.44	\$17.08	\$21.98	\$14.65	13.82%
Activision Blizzard, Inc	ATVI	\$11.51	\$11.07	\$13.14	\$9.26	3.97%
Netease.com, Inc.	NTES	\$40.03	\$34.79	\$48.50	\$21.05	15.06%
THQ, Inc.	THQI	\$6.52	\$6.17	\$9.03	\$2.52	5.67%
Take Two Interactive Software, Inc.	TTWO	\$10.22	\$9.86	\$12.57	\$6.92	3.65%
Retailers:						
GameStop	GME	\$19.35	\$19.36	\$32.82	\$17.12	-0.05%

Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
Consoles and Components:						
Immercion Corp.	IMMR	\$4.66	\$4.09	\$5.17	\$2.65	13.94%
Microsoft, Inc	MSFT	\$29.18	\$28.12	\$31.50	\$16.18	3.77%
Nintendo Deposit Receipt	NTDOY	\$38.53	\$34.05	\$39.50	\$28.26	13.16%
Sony	SNE	\$38.17	\$34.06	\$38.19	\$19.05	12.07%
Accessories:						
Mad Catz Interactive, inc.	MCZ	\$0.53	\$0.44	\$0.57	\$0.19	20.45%
Game Index		\$249.32	\$229.87	\$303.87	\$166.00	8.46%

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