



HEARD IN THE JUNGLE

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Electronic Entertainment Expo or E3 as we know it

This week in Los Angeles over 45,000 video game industry aficionados, retailers, producers and developers, accessory manufacturers and franchisors will be showing and viewing the latest the industry has to offer.

E3 is no longer the bastion of hard-core gamers. The attendees will be examining new products that appeal to a broad audience. There will be some surprises and some things that have been announced. There will be more announcements and Microsoft and Sony will again show their motion-driven games and equipment. There will be 3-D games displayed.

If you are interested, you can keep up with the happenings by going to some of the industry news blogs, gamespot.com is one I view. It is expected that the new camera-based motion-control products from both Microsoft and Sony will be the biggest stars for the week. Nintendo introduced theirs 4 years ago and changed the industry. I am sure Microsoft and Sony have the same goal in mind. Of course Nintendo hasn't been sitting on their hands either and we will probably see their pulse-detecting device called the Vitality Sensor and the Nintendo 3DS, a 3-D hand held device.

With increased attendance and major product and game announcements coming, we see a bright second half to our industry in 2010.

You may have thought the music games were a thing of the past, but not so. There are new ones with songs featuring Lady Gaga and Rihanna. There will be hip-hop and rap-along *Def Jam Rapstar*. *Rock Band 3* will debut as well. There will even be a piano controller introduced. All of us at the Gorilla Games stores will be following the developments and if you like gaming, you should too!

Additional links to follow the video game industry:

www.e3expo.com

www.gamesindustry.biz

www.gamespy.com

www.theesa.com

MarketResearch.com/Video-Game

Gaming Industry Stock Watch

| Company | Symbol | 5/28/2010 | 5/14/2010 | 52 Week High | 52 Week low | % Change |
|-------------------------------------|--------|-------------|-------------|--------------|-------------|----------|
| Dow Index | IND | \$10,136.63 | \$10,620.16 | \$11,258.01 | \$8,087.19 | -4.55% |
| Game Producers: | | | | | | |
| Majesco Entertainment Co., Inc | COOL | \$0.78 | \$0.84 | \$2.39 | \$0.75 | -7.14% |
| Electric Arts Entertainment, Inc. | ERTS | \$16.51 | \$17.42 | \$23.76 | \$15.70 | -5.22% |
| Ubisoft Entertainment SA | UBSFF | \$9.00 | \$11.45 | \$24.75 | \$9.00 | -21.40% |
| Konami Deposit Receipt | KNM | \$16.47 | \$17.40 | \$21.98 | \$16.16 | -5.34% |
| Activision Blizzard, Inc | ATVI | \$10.75 | \$10.69 | \$13.14 | \$9.93 | 0.56% |
| Netease.com, Inc. | NTES | \$30.36 | \$33.25 | \$48.50 | \$25.23 | -8.69% |
| THQ, Inc. | THQI | \$6.00 | \$6.33 | \$9.03 | \$4.12 | -5.21% |
| Take Two Interactive Software, Inc. | TTWO | \$11.57 | \$11.07 | \$12.57 | \$7.00 | 4.52% |
| Retailers: | | | | | | |
| GameStop | GME | \$22.79 | \$21.85 | \$28.62 | \$17.12 | 4.30% |
| Hollywood Video/Game Crazy | | N/A | N/A | N/A | N/A | N/A |
| Consoles and Components: | | | | | | |
| Immercion Corp. | IMMR | \$5.31 | \$5.17 | \$6.18 | \$3.41 | 2.71% |
| Microsoft, Inc | MSFT | \$25.80 | \$28.93 | \$31.58 | \$20.30 | -10.82% |
| Nintendo Deposit Receipt | NTDOY | \$36.45 | \$35.80 | \$43.95 | \$28.26 | 1.82% |
| Sony | SNE | \$30.78 | \$31.19 | \$40.45 | \$23.60 | -1.31% |
| Accessories: | | | | | | |
| Mad Catz Interactive, inc. | MCZ | \$0.38 | \$0.41 | \$0.57 | \$0.23 | -7.32% |
| Game Index | | \$222.95 | \$231.80 | \$307.47 | \$180.81 | -3.82% |

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