

JenkatGames.com Surges to Three Million Unique Users per Month Casual Games Website Goes From Negligible Traffic in March 2009 to Over Three Million Unique Users in July 2009, as a Result of Strategy Shift and Distribution Deals

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LAKE ELMO, MN -- (Marketwire) -- 09/09/09 -- Jenkat Media, Inc., a leading casual game developer and distributor, founded by veterans of Fox Interactive Media and MySpace Games, today announced that its consumer-facing website, www.JenkatGames.com experienced tremendous growth, in only four months, due to a company strategy shift towards distributing a new casual games Arcade product. The Arcade offers Metrix/comScore, JenkatGames.com had 3.2 million unique users in the United States visit its website in July 2009.

"To go from 27,000 unique users in March of 2009 to more than three million unique users in only four months is a testament to Jenkat's management team recognizing that a creative strategy shift was necessary to capitalize on a new opportunity in the casual gaming space, offered via a strategic partnership with the W3i Application Network," said Malcolm Michaels, President of Jenkat Media. "Consumers are finding the stagnant and over-priced casual game space hard to stomach during this economic downturn; they want more value for their time. Since Jenkat adopted the free model for full version, premium casual games, consumers are responding by the millions in support."

Jenkat Media used its existing partnership with W3i, a network that increases distribution, revenue, and engagement for Windows applications, in order to offer consumers premium casual games content in a free environment. The W3i Application Network brings together publishers like Jenkat Media with W3i advertisers who are looking for additional distribution for their applications. "We created a partnership with W3i that outperformed our initial expectations and is now a part of our core strategy." We are now actively rolling out our monetization strategy to other casual game developers who are looking to better monetize their casual game catalogs," says Michaels. "The collaboration between W3i and Jenkat Media shows the power of taking a network approach creating a win-win for application publishers and advertisers," comments Rob Weber, VP of Business Development and Co-Founder of W3i.

About Jenkat Media, Inc.:

Jenkat Media seeks to disrupt the traditional casual games value exchange by giving consumers full version, free games while providing game developers with revenue streams that are typically 2-3x that of the traditional try-and-buy casual games model. This free model for premium games has already been adopted by millions of consumers. The JenkatGames.com website features over three million unique users per month in the United States. With over 20 years of collective experience in creating successful consumer websites, the Jenkat management team has engaged hundreds of millions of users over the last decade with casual games, social media, and other viral content. To learn more about Jenkat Media Inc., or if interested in participating in Jenkat's casual game monetization platform, visit www.JenkatGames.com and www.JenkatMedia.com.

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