



GOTTAPLAY Interactive, Inc. (OTCBB: GTAP)

BUSINESS DESCRIPTION: GOTTAPLAY Interactive is a leading online gaming rental company. It features free home delivery and unlimited access to a very large gaming library for a flat monthly fee. No due dates, no late fees – it's simple, economical and convenient. Game titles are delivered via mail from multiple distribution centers established throughout the continental United States. GOTTAPLAY is also a premier online peer-to-peer (P2P) destination for trading video games. The service offers an alternative way to play all of the video games a gamer wants through an interactive trading platform.

MARKET: Video gaming is one of the fastest growing pastimes in the U.S. Non PC based game capable devices numbered 415 million units in 2005 and are expected to reach 2.6 billion units by 2010. According to the Entertainment Software Association, computer and video game sales in the U.S. were \$7 billion in 2005, and could double by 2009. Video game rentals are near \$1 billion currently and growing. With games costing as much as \$60 each, renting is generally a more attractive price/value proposition.

BUSINESS MODEL: Gamers can rent, buy, trade, or play online, enjoying a total gaming experience with the convenience of home delivery. Proprietary technology efficiently handles the Company's processing and distribution of games, leading to a highly scalable business model.

RECENT DEVELOPMENTS:

Wednesday, May 30, 2007

GOTTAPLAY Powers Up Social Networking Capabilities

Wednesday, May 23, 2007

GOTTAPLAY Jazzes Up Distribution with New Kansas City Distribution Center

Monday, May 21, 2007

Independent Analyst Group Raises GTAP Target Price by 15% Citing Capital Infusion and Smart Acquisition

GOTTAPLAY Interactive, Inc.
3226 Rosedale Street – Suite 200
Gig Harbor, WA 98335 USA

REPORT DATE: APRIL 2007 (INITIAL)
JUNE 2007 (UPDATE)

SECTOR: Consumer Goods

INDUSTRY: Internet Retail/Gaming

MARKET SIZE:

Video Game Sales: \$7.0 Billion
Video Game Rentals: \$1.1 Billion

OFFICERS | BOARD:

CHAIRMAN & CEO | John P. Gorst
PRESIDENT | Asra Rasheed
CFO | M. Carroll Benton
DIRECTOR | Mark H. Levin

FINANCIAL DATA:

	2007	2008	2009
Revenues:	\$4,368,020	\$26,957,114	\$210,788,591
EBITDA:	(\$548,909)	\$11,748,317	\$105,931,758

Recent Bid:	\$1.90
Shares Out:	30.87M
52 Week Range:	\$0.62-\$3.05
Estimated Float:	3.9 M

DAILY CHART:

