

NOBEL PRIZE CELEBRATIONS HOSTED BY ENTROPIA UNIVERSE

Recording-breaking Online Universe Parties With Nobel Laureates in Both Virtual and Real Worlds

GOTHENBURG, SWEDEN – December 5, 2006 – [Entropia Universe](http://www.entropiauniverse.com) (www.entropiauniverse.com), the globe's fastest growing and original virtual world with a real cash economy, today announced that it will co-host a combination of virtual and real world party in honour of the Nobel Prize winners on Sunday, December 10, 2006 - and issued an open invitation to the world's online partygoers to join the festivities for free.

The Nobel Laureates and their guests, members of the Swedish Royal family, the Nobel Foundation and the Swedish Academy will celebrate at a Nobel NightCap party (www.nobelnightcap.se) at the Stockholm School of Economics after the prize giving ceremony and banquet at Stockholm Town Hall.

Jon "Neverdie" Jacobs - the world's most prominent virtual 'celebrity' - will be present in Entropia Universe to DJ sets live from [Club Neverdie](#), the world's first virtual nightclub. Scenes of the live virtual party will be projected onto walls of the real world party in Stockholm, creating an unprecedented combination of live and virtual events to create the impression that the Nobel Laureates and guests in Stockholm can dance and mingle with the avatars from the Entropia Universe.

"We are honoured to have been invited to participate in the Nobel Prize celebrations and are excited about welcoming the Nobel Laureates into Entropia Universe," says Jan Welter, CEO of MindArk, developer of Entropia Universe. "We're confident that the free download and no monthly subscription will be attracting large numbers of partygoers to the virtual event. Individuals are joining the Entropia Universe (EU) community to interact, meet new people, learn and exchange new ideas, reach entrepreneurial aspirations, create societies and even foster new relationships in everyday reality."

The Entropia Universe offers a variety of entertainment and social interaction for its citizens, who can create their own persona, or avatar, through a unique character generation system. They then have the option of choosing from a wide range of professions supported by the colonists on the bustling frontier of the planet Calypso. Using a system based on Skills and Experience, the Entropia Universe offers a raft of opportunities completely different from those of the users' real-life occupations, ranging from event promotions to hunting and mining.

The level of trade in Calypso's main cities is an astounding mix of open-air fares and bustling stock exchanges. Entropians buy and sell property, become financially successful, and have even found mates in their virtual world, some of which have resulted in real life marriages. The Entropia Universe is the only virtual entertainment platform that actively supports sales of virtual products with actual cash value within its real economy system. The economy offers the user a secure and safe way to purchase, sell and exchange a multitude of goods and services.

Real-life currency can easily be exchanged for PED (Project Entropia Dollars) and back again into real money, at a fixed exchange rate of 10 PED to 1 US Dollar. PED allows members to invest in personal development and growth through the acquisition of goods, buildings, and land in the virtual universe.

In December 2004, Entropia Universe set a world record, certified by the Guinness Book of World Records, when it sold the virtual Treasure Island for \$26,500 USD, the largest virtual dollar amount spent, to 22-year-old Australian David Storey, a.k.a. "Deathifier." The recent sale of the Space Resort for \$100,000 USD to famed gamer, Jon "Neverdie" Jacobs, set a new record for the most valuable virtual item ever. In 2005, the Entropia Universe GNP was an estimated \$165 million US dollars and is expected to reach over \$300 million in 2006.

The real and virtual Nobel NightCap party, in honour of the Nobel Prize winners, will be hosted at [Entropia Universe](http://www.entropiauniverse.com) (www.entropiauniverse.com) and the Stockholm School of Economics on Sunday, December 10, 2006. Online attendance is free and open to all.

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Notes to Editors:

Entropia Universe is a registered trademark of MindArk PE AB. MindArk supports and monitors the services and maintenance of the Entropia Universe site. MindArk began in April of 2003 in Sweden, and has expanded to have partners throughout the world. Entropia Universe was launched in 2003 and has reached over 500,000 registered accounts. MindArk offers the Entropia Universe software to users free of charge with no monthly costs or associated subscription fees. For more information or to download the free Entropia Universe software please visit www.entropiauniverse.com. For more information about EU's developer, MindArk, please visit www.mindark.com.