



Virtual World Developer MindArk to Use Latest HP Server Technology for CryENGINE®2 Upgrade

(Gothenburg Sweden) – April 1, 2009 – MindArk PE AB, Swedish developers of the Entropia Universe, announced it will use the latest HP BladeSystem c-Class servers in its data centre to accommodate the upcoming transition of Entropia Universe to the CryENGINE®2 graphics engine. The deal was struck between EUSO AB, MindArk’s wholly owned subsidiary that manages operations and customer support for the virtual universe, and Benzler, HP Preferred Partner of the Year and Service Partner of the Year in Sweden for 2008.

EUSO CTO Mats Kling comments, “The HP BladeSystem c-Class innovates in the areas of virtualization, power and cooling, which can help MindArk to reduce both operational and capital expenditures for the growing number of data centres that will make up our virtual universe as it expands with the upcoming partner planets.”

MindArk’s evolving business model, which enables core Entropia Platform technology to be made available to third parties requiring high-quality, monetized virtual environments, requires a commitment to high-performance data centers. The demands of connecting all global users to one persistent virtual universe will also be facilitated by HP Virtual Connect Flex-10 network consolidation technology, which will provide all data center servers with flexible dual 10 GB network interfaces.

Patrik Orrvik, Account Manager at Benzler adds, “Understanding MindArk’s vision for the 3D internet was central to providing a data center solution. MindArk’s scalability requirements required a solution that fulfilled spatial, economical and environmental considerations. In today’s market the HP BladeSystem with Flex-10 technology is the only solution that can meet all of these demands in a cost-efficient way.”

Erik Hjalmarsson, Product Manager at HP Sweden says, “Online entertainment such as the virtual Entropia Universe requires an agile technology platform that eliminates costly networking investments. By using Flex-10 technology within the HP BladeSystem the virtual universe can get the speed and connections that it needs for the gamers on the planets.”

About MindArk and Entropia Universe

Entropia Universe is an expanding entity of interoperable 3D virtual worlds based on the proprietary Entropia Platform. Each virtual world takes the form of a planet(s) within the virtual Entropia Universe.

The Entropia Universe Platform contains full support for secure micro-transactions in real-time, rich media viewing, transactions with real and virtual items, MMOG entertainment and social interaction between global participants. Its virtual currency, the PED, has a fixed exchange rate of 10:1 with the US dollar.

The Entropia Universe Platform has been developed for over 10 years at a cost of over \$40m. Commercially launched in 2003, MindArk's planet Calypso has been generating profit since 2004 and has served as a vehicle for fine tuning the platform's business model and functionality. During 2007, the Entropia Universe Platform provided a secure and stable means for \$400m of user-to-user transactions. It has today over 820,000 registered accounts from over 200 territories.

The Entropia Universe Platform offers a complete solution for virtual planet creation and maintenance, and for premium content production.

For more information, please visit www.mindark.com and www.entropiauniverse.com.

About Benzler

Benzler was formed in 1993 and currently has approximately 55 employees. Benzler deliver and install IT Infrastructure solutions to customers who seek quality and recognise the long term advantages of their IT investments. We focus our sales on companies who have their own IT organisation which enables us to work on strategic solutions with our Customers.

Our Customer Account Salesmen help the customer with system design and solutions, change strategy, service and finance. Our image is based upon what we do, not upon what we manufacture or the products we sell. It is therefore of great importance that we are extremely professional in what we do.

The company is ISO-certified within Quality and Environment and has the Dun & Bradstreet's credit rating of AAA. Benzler's revenue for the financial year June-2006 to July -2007 was 364 million Swedish Krona.

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