

**FOR IMMEDIATE RELEASE**

# ENTROPIA UNIVERSE

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## **ENTROPIA UNIVERSE ALL PLANETS MEDIA BULLETIN**

*Entropia Universe Celebrates 10<sup>th</sup> Anniversary*

**Gothenburg, Sweden – February 1, 2013 /Entropia Universe/** – Entropia Universe AB, the largest Massively Multiplayer Online Real Cash Economy (or MMORCE) game, announced that ten years ago, on January 30<sup>th</sup> 2003, Entropia Universe was released to the public. It has become a vibrant, living world in which participants socialize, compete, are entertained and make real money through in-game businesses and activities.

Less than a year after the launch of Entropia Universe a player bought the rights to a virtual island through the game's auction system for \$26,500 US. The BBC reported that the player had recouped his investment within a year. In 2006, that sale was surpassed when a user bought the rights to a piece of virtual property for the equivalent of \$100 000 US. That same property was later sold by the same user for more than six times their original investment. Entropia Universe currently holds all of the Guinness Book of World Records for the most valuable virtual items ever sold.

However the records are not the most interesting things to happen to the MMO. In fact Entropia Universe won the "Best Original Game" at the E for All Expo in Los Angeles, 2007. Later that year, MindArk the publisher of Entropia Universe was invited to the Joint Economic Committee of the United States Congress to share its insight into virtual worlds. MindArk was then selected

to present the Universe to NASA in 2008. This led to them completing an Online Games study contract for the European Space Agency in 2010. Both of those projects allowed MindArk to help NASA with the creation of its own MMO. While Entropia Universe works on being around another decade, players should stop by and participate in all the festivities to commemorate and celebrate this major milestone.

Entropia Universe is the largest Massively Multiplayer Online Real Cash Economy (MMORCE) game in the world. Players have no monthly costs, but deposit and withdraw real funds for their adventures on any planet in the Entropia Universe. For more information on Entropia Universe or to download the free game please visit [www.entropiauniverse.com](http://www.entropiauniverse.com). To download the new app please visit the Google Play App store at <https://play.google.com/store>.

### **About MindArk**

Based in Gothenburg Sweden, MindArk is one of the city's largest video game publishers contributing to the thriving development community. As the publisher of Entropia Universe, a game space that encompasses multiple planet partners, each with their own unique setting and gameplay style, MindArk focuses on the development and maintenance of the platform. This allows other companies to create unique content for their planets in the game universe and provides an environment in which a real cash economy can flourish.

For more information on MindArk please contact us at the email below or go to our website at <http://www.mindark.com>.

### **About Entropia Universe AB**

Entropia Universe is the largest Real Cash Economy Massively Multiplayer Online Game in the world. Entropia Universe offers players the ability to participate in a unique virtual world where they have no monthly costs. Its innovative real money economy uses a virtual currency which has a fixed exchange rate with the US dollar. This allows players to deposit and withdraw real funds for their adventures on any virtual planet or in the real world. Entropia Universe uses a state of the art graphics engine to deliver the highest quality visuals in an MMO today.

For more information on Entropia Universe please contact us at the email below or go to our website at <http://www.entropiauniverse.com>.

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