



FIGHT THE ROBOTS AND EARN 3 FOR 1 SKILL BONUS IN VIRTUAL MMORPG WORLD ENTROPIA UNIVERSE

(Gothenburg, Sweden) – December 11, 2008 – MindArk PE AB, developer of the Entropia Universe Virtual World Platform, today announced that during the ongoing robot war, all existing and new users will receive three times the normal amount of skill experience points for all avatar professions in Entropia Universe until December 22nd.

Avatars within Entropia Universe can choose to develop over one hundred different skills ranging from combat and construction through tailoring and beauty related skills. Greater skills allow avatars to successfully perform more difficult tasks within the virtual universe. Every participant will receive 3 times the normal amount of skill experience gains during this period. The bonus will be in effect for all professions, during all activities throughout planet Calypso, Crystal Palace and Club Neverdie for this period.

Entropia's real cash economy, which has its virtual PED currency pegged at 10:1 with the US dollar, allows users to extract and trade skill experience points with other users for real cash. The real economy in combination with the vastness of the universe, sees many avatars specializing in their professions in order to remain competitive in its dynamic market. Over \$400 million in user-to-user transactions were conducted within the virtual universe during 2007.

The Entropia Universe software is free to download from www.entropiauniverse.com and has no monthly subscription fees.

About MindArk and Entropia Universe

Entropia Universe is an expanding entity of interoperable 3D virtual worlds based on the proprietary Entropia Universe 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 over 10 years at a cost of more than \$40 million. 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 venue for more than \$400 million of user-to-user transactions. Today, Entropia Universe has more than 790 thousand registered accounts from over 200 countries.

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.