



KEVIN RUDOLF AND LIL WAYNE ROCK VIRTUAL WORLD ENTROPIA UNIVERSE WITH THEIR GLOBAL SMASH HIT "LET IT ROCK!"

(Gothenburg, Sweden) – December 3, 2008 - MindArk PE AB, developer of Entropia Universe, the #1 Virtual World with a real cash economy, today announced they have licensed the Mega Hit "Let it Rock" by Kevin Rudolf and Lil Wayne. The Virtual World developer plans to use the song to herald in the next generation virtual world experience as Entropia Universe crosses over to the CryENGINE®2's cinematic graphics engine in 2009. MindArk plans to host a competition inside Entropia Universe to find the best user created Music Video to "Let it Rock!" The winner will receive a highly prized virtual treasure as their reward, details can be found at www.entropiauniverse.com. MindArk also plan to use the song with exclusive promo videos that will feature the stunning new graphics at exhibitions, conferences and websites.

David Simmonds MindArk's Business Development Executive stated that it was the lyrics in Let it Rocks' chorus "Because when I arrive, I bring the fire, make you come alive I can take you higher.... Let it Rock! Let it Rock! Let it Rock!" that captured the spirit and excitement surrounding the anticipation of the Entropia Universe CryENGINE®2 Graphics upgrade.

Entropia Universe, a free to play virtual world with a gigantic market in player to player micro transactions is one of the very few financially successful virtual worlds with a turnover of over \$400,000,000 USD between users in 2007.

In 2009 with the introduction of the CryENGINE®2 Graphics Engine, Entropia Universe will transition into a fully fledged virtual world platform with the launch of a variety of new planets developed by independent developers, included in the line up will be "Kevin's Wasteland" a Zombie infested urban battleground which will be home to B.A.M.F HQ, Artist/Producer Kevin Rudolf's virtual corporate headquarters, where his fans will have the opportunity to hear new music fresh out of the studio, they will also have the opportunity to collect top of the Line B.A.M.F virtual merchandise. Like the blinged out ZK1 Zombie Splatter Gun. " I decided to go virtual to launch my B.A.M.F brand, because a custom diamond Encrusted Shotgun is not something your gonna find in Macy's, but in Entropia Universe it could easily have a \$10,000 USD price tag, I've partnered with NEVERDIE Studios to launch the very first Luxury Virtual goods empire ." said Rudolf who hooked up with NEVERDIE through his "Great Escape" co-writer Cheri London.

"Let it Rock" featuring Lil Wayne is the first Single off Rudolf's Debut album "in the City" from Cash Money Records/ Universal Republic. Let it Rock has received 60 million plays on Rudolf's My Space page and the video has 8 Million views on You Tube, it is certified platinum selling over 1.5 Million digital copies in the US and is also platinum in Canada. The Song is due for

release in the UK on December 29th. You can listen and download "Let it Rock" at <http://www.myspace.com/kevinrudolfmusic>

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 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 790,000 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.

About Kevin Rudolf

Kevin Rudolf is an American Pop singer-songwriter, guitarist, and record producer. He is signed to Cash Money Records/Universal Republic Records. Born in New York City, he is currently based out of Miami. Rudolf debut single "Let It Rock" has sold over one million copies in the USA, his debut album "In The City" was released in the US on November 24th. Rudolf has worked with many artists as either a producer, writer or guitarist. Including Nelly Furtado, Timbaland, Black Eyed Peas, Lil Kim, LL Cool J, Justin Timberlake, David Banner, Lil Wayne, Ludacris, and Nas.