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US FILM-MAKER PAYS US \$100,000 FOR VIRTUAL REAL ESTATE IN THE LARGEST VIRTUAL PURCHASE EVER
Just Three Days after Launch, Project Entropia Announces Winner of First Virtual Space Resort Auction

(Gothenburg, SWEDEN) – Project Entropia, the fastest growing virtual world utilizing a real cash economy, today announces film-maker and director of the movie "Hey DJ!", Jon Jacobs, a.k.a. "NEVERDIE", as the winner of this historic auction for virtual real estate. The auction began taking bids on the 21st of October and just three days later its buyout price was met. The auction includes a virtual Space Resort. The final bid was the astonishing amount of \$100,000 US, the largest amount ever spent in the massive multiplayer online gaming space, surpassing last years world record-breaking sale of the virtual Treasure Island almost four times!

The Space Resort as a true high point in the MMORPG virtual gaming community as it provides instant Real cash revenue to the new owner. The Resort, boasting such facilities as a 1000 Apartment complex, Commercial Space Ship Docking, Themed Shopping Mall, and a Mega Stadium for championship sporting events. It also contains a Nightclub with multiple Dance floors, Live Amphitheater, lounges, and 10 Hunting Biodomes with individual land management facilities which will enable the creative owner to create Rare, Unique and Exotic creatures, is at a never before seen scope of virtual real estate. Mining and PvP fighting areas are available. In addition the Resort will feature Owner Operated PA System for streaming music and video to biodomes and screens/billboards strategically placed throughout the space resort and, for a fee, even a planetside Video Billboard Network, located in all major towns and cities can be accessed for marketing.

“The sale of the Space Resort, which met final buyout bid in just three days time, shows that the awareness of investing in virtual universe really has exploded! The Project Entropia participants see this extension of the virtual universe as a natural next step in an online community,” Marco Behrmann, MindArk Director of Community Relations, says, “This is an enormous validation that Project Entropia leads the way in future online entertainment and business.”

Excited buyer Jon Jacobs says "The real estate market inside the Project Entropia universe is on fire, because there is so much money to be made, Gamers everywhere are realizing that our virtual worlds can compete with reality on an economic level. The Space Resort which I plan to name 'CLUB NEVERDIE' is the perfect vehicle to bridge both reality and Virtual Reality. I'm, already in talks with some of the worlds biggest DJ's about spinning Live sets inside the Nightclubs. Gamers want to be entertained while they play, hunt, socialize and craft and because of the real cash economy aspects of Project Entropia, they can afford to pay for their entertainment. Club Neverdie will enable the Entertainment industry to reach inside Virtual Reality and target the Gamer while he's in his element while also harnessing the economic power of the Gamers to raise the quality level of the content on offer traditionally a club, theater or a stadium were the only live venues, where you could have a social experience while enjoying your favorite artists. But now Virtual Reality can offer an alternative that anyone who has ever played a video game is already pre-conditioned to enjoy. I truly think that this will be the decade that Gaming and Virtual Reality changes the face of popular culture."

Project Entropia is part of the next generation of gaming known as MMORPG (massive multi-player online role playing gaming) which seem to resemble more of a virtual world and society rather than a typical online video game. This new wave of interactive entertainment allows players to interact in a world of three-dimensional virtual environments.

However unlike many other MMORPG's, Project Entropia 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 make purchases, sales and exchange real life currency into PED (Project Entropia Dollars) and back again into real money, at a fixed exchange rate to the US Dollar. PED allows members to invest in personal development and growth through the acquisition of goods, buildings, and land in the Entropia universe.

The heart of Project Entropia lies in a distant planet named Calypso, which includes two continents with large expanding cities that offer a variety of entertainment and social interaction for the citizens. Members of Entropia can create their own persona (avatar), via a character generation system, allowing them to choose a suitable life and virtual existence. Characters enter the evolving world full of unexplored and uncultivated lands where they can join a community or even create a civilization of their own. Project Entropia offers a new way for individuals to pursue dreams and fantasies through an adventurous virtual experience.

Last year Project Entropia sold a virtual Treasure Island for 26,500 US Dollar to 22-year old Australian David Storey, a.k.a. "Deathifier". With the sale of the Space Resort, that world record (noted in Guinness World Records), is broken, and a new one is set at 100,000 US Dollar.

About Project Entropia and MindArk

Project Entropia is a registered trademark of MindArk PE AB. MindArk supports and monitors the services and maintenance of the Project Entropia site. MindArk began in April of 2003 in Sweden, and has expanded to have partners throughout the world. Project Entropia was launched in 2003 and has reached over 300,000 registered accounts. MindArk offers the Project Entropia

software to users free of charge with no monthly costs or associated subscription fees. For more information or to download the free Project Entropia software please visit www.project-entropia.com.