



## **ENTROPIA UNIVERSE LAUNCH *THE BATTLE OF THE FORTS***

### ***MMORPG Developer MindArk Introduce New and Improved Land Grab System***

GOTHENBURG, Sweden, March 9, 2011 /PRNewswire/ -- MindArk, the company behind the virtual 3D environment Entropia Universe today announces the upgraded re-introduction of the Land Grab system where players can fight each other in deadly combat and where the prize has a real monetary value in Entropia Universe.

The Battle of the Forts is a continuous epic adventure where avatars can join forces to fight each other to conquer a Land Area that generates income for the participants as long as they hold it. The system is an integrated part of the Real Cash Economy system in Entropia Universe, enabling this unique function.

"As we are introducing new systems into Entropia Universe it is important to combine exciting game play with the opportunity of earning money. It adds an edge that is unique for Entropia Universe. On top of this we also have new state-of-the-art communication technology in the pipeline that will enhance the experience a great deal, making it even more real," says MindArk's CEO Jan Welter Timkrans.

The players have to combine strategy with tactics and social skills whether they are attacking or defending a Fort. They have to master an array of skills, ranging from combat, communication and maneuvering vehicles such as attack helicopters, tanks and armed boats.

The system includes two types of battles. One is Fort vs. Fort - a point-based system where the players themselves set the rules for what prizes will be handed out. The other, Land Grab Battle, is based on a situation where there is only one Fort situated on a Land Area. To take the land, the players must first take charge of the Fort and destroy the Main Control - upon that, the real battle for the Land Area begins. One thing is for certain - Destruction pays off!

#### **About MindArk PE AB**

MindArk develops, operates and provides Entropia Universe. MindArk is based in Gothenburg, Sweden and has 80 employees. Furthermore, MindArk develops supports and monitors the services and maintenance of the Entropia Platform, the underlying technological and commercial applications that support the creation and operation of Entropia Universe. Additional information about MindArk PE AB is available at <http://www.mindark.com>.

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#### **About Entropia Universe**

Entropia Universe was launched in January 2003 and has grown to more than 1 000 000 registered accounts from over 200 countries or territories. It is the only virtual universe with a true Real Cash Economy (RCE). The currency, PROJECT ENTROPIA DOLLAR® (PED®), has a fixed exchange rate of 10:1 with the U.S. Dollar. The business model is unique as it is based on micropayments, meaning that the

client software is free to download from the Internet, and there are no monthly subscription fees. Virtual funds acquired in Entropia Universe can easily be exchanged and then withdrawn into real-world funds. The business model has been very successful; the 2009 turnover of Entropia Universe topped \$422,000,000 U.S.D. For more information, visit <http://www.entropia-universe.com>.

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