

Gothenberg Sweden, Sept. 23, 2011 - Following a vote of the shareholders MindArk is pleased to announce the appointment of Jan Welter Timkrans as the Chairman of the Board of MindArk, PE AB, and the promotion of David Simmonds to the position of CEO of Mindark, PE AB.

As the visionary and former CEO behind the World Record setting Entropia Universe, Timkrans is well suited to take the helm of the Board of Directors as MindArk focuses on taking Entropia Universe to the next level.

Replacing Mr. Timkrans as CEO of MindArk is David Simmonds, former Business Development Director for MindArk. Mr. Simmonds' extensive knowledge of, and senior-level involvement in, all aspects of MindArk and Entropia Universe puts him in a unique position to lead the day to day business of the company and implement the vision.

"The shareholders have told us they are ready to take the company to the next level by installing a new board with a great knowledge of the business and a commitment to our long term vision of success," said Mr. Timkrans. "I am very happy to have David Simmonds step into the role of CEO so that I can continue to focus on the vision for Entropia Universe going forward to make the next ten years even more rewarding for players, Planet Partners, shareholders and employees."