

Planet Toulan to Become First Ever Arabian 3D MMO Developed in the Arab World

Press Release

Amman, Jordan - November 2nd, 2011 - Beladcom, a Jordanian game developer that has distinguished itself as a regional pioneer in the industry, is set to reveal details on Planet Toulan, its flagship title in the Massively Multiplayer Online (MMO) gaming genre. This follows the recent announcement made by Beladcom of its exclusive partnership agreement with Swedish software company MindArk for the Middle East, North Africa (MENA) region, which took place at the World Economic Forum, Dead Sea on the 23rd of October.

This upcoming game will be the first ever 3D MMO inspired by the Arab world's rich culture and heritage. Players visiting Planet Toulan will experience sensational graphics and gameplay-driven landscapes that will appeal to social and hardcore players alike.

Toulan offers a fully interactive world where gamers must use their strengths to rebuild the planet to its past magnificence. Travellers make their way through vast, captivating landscapes where they can hunt deadly ghouls, manage caravans of trade goods, unearth hidden treasures, battle fellow gamers, or operate their own guilds for the renaissance of the planet.

This vastly immersive world is brought to life using the incredibly realistic CryEngine 2 graphics, allowing gamers to take part in an innovative virtual life that offers an impressive array of skills and professions to choose from. As part of a newly arrived group of colonisers, players will interact with friends and fellow gamers all over Toulan in the process of discovering its mystical splendor and hidden secrets.

"As the sole developer in the MENA region with this technology, we are incredibly excited and proud of the creation of Planet Toulan," says Beladcom General Manager Talal Asfoura. "To have Arab hands bring the region's mythology and spirit to the online gaming arena is an honor, and an incredible opportunity to break new ground in the industry. With our highly skilled team and progressive work atmosphere, we have the passion and means to create inspired works of gaming artistry."

Creative Director Mohammed Hujiej added, "Our objective is to take the initiative and bring our unique perspective and ideas into the rich and dynamic online gaming universe. Our entire team knows that this can only be achieved by creating a world that is memorable, exciting and previously unimaginable. We want to truly capture the imagination and hearts of our audience."

Planet Toulan is set to be launched in the first quarter of 2012, becoming the first Arabic MMO to bring Social Media, Educational, E-Commerce, and Voice Communication services to the region. It will also become the latest Planet edition to the highly successful 3D online virtual world Entropia Universe created by MindArk and will be free to download, with no subscription fees.

For more details on Planet Toulan go to www.PlanetToulan.com

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About Beladcom:

Beladcom is a Jordanian-founded game developer committed to bring about a transformation in the regional gaming landscape by developing high quality content that is both entertaining and culturally relevant. The company is manned by a team of high-caliber designers and developers who have a deep passion for the boundless capabilities present in the world of online multiplayer gaming and who seek to deliver robust gaming experiences that combine cutting-edge technologies with superior content.

About MindArk:

Sweden-based company MindArk is the creator and developer of Entropia Universe and Entropia Platform. Entropia Universe is a 3D virtual environment with a unique, integrated economic system; Entropia Platform is a secure entertainment and business platform that offers access to one of the most advanced internet interaction solutions available today. Since 1999 MindArk has invested over 60 million USD into developing Entropia Universe and the Entropia Platform using the latest advanced network technology.

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