

## **FOR IMMEDIATE RELEASE**



### **PLANET CALYPSO CELEBRATES THE HOLIDAYS WITH A BANG**

*Annual Merry Mayhem contest begins on December 26<sup>th</sup>, 2011*

**Gothenburg, Sweden – December 21, 2011 /GameBlast/** – MindArk, developer and publisher of the largest real money MMO, announced today that it is hosting it's extremely popular Merry Mayhem hunting contest again for all the naughty and nice, boys and girls of Planet Calypso. This year's event features an expanded prize pool with new prizes, including valuable Calypso Land Deeds. Running over five days between Christmas and New Year's, Merry Mayhem is among the most exciting and popular events in all of Entropia Universe. So grab your best gear and join in the Mayhem!

The Merry Mayhem hunting contest awards prizes from to everyone from beginners to experienced colonists with the most kill-points over a total of no more than 30 hours in several categories. (Even gamers need time to open presents, see their families and drink Egnog). The mission system will be used to track the Merry Mayhem event. The Mayhem mission is available from the NPC Carl Tucker, located in Port Atlantis. This mission will track kill points and each participant's category. All Merry Mayhem participants get a Merry Mayhem Participation Diploma when the mission is handed in to Carl Tucker, at any point after Jan 13th. Additionally, each participant finishing in the top 15 in one of the four categories will receive a special Merry Mayhem Diploma.

#### **Event Dates**

- Dec. 21: Skill chipping is no longer allowed for Mayhem participants. The Mayhem Mission becomes available from the NPC Carl Tucker in Port Atlantis.

- Dec. 26: Competition opens at 00:00 UTC. Kills are registered. Final category qualification happens upon first kill.
- Dec. 30: Competition ends 23:59 UTC. Kills are no longer registered. You may no longer get the Mayhem mission.
- Jan. 1: Skill chipping is allowed again.
- Jan. 13: Merry Mayhem Mission can be turned in to Carl Tucker. Once the mission is turned in, participant receives a Mayhem Participation Diploma. Winners and prize announcement, including the top 100 list for all categories, with points and time.

MindArk is the developer and publisher of Planet Calypso, the oldest planet within the Entropia Universe. Players have the ability to participate in a unique virtual world where they have no monthly costs. Its innovative real money economy uses a virtual currency which has a fixed exchange rate with the US dollar. This allows players to deposit and withdraw real funds for their adventures on Calypso or in the real world. Planet Calypso uses a state of the art graphics engine to deliver the highest quality visuals in an MMO today. For more information on MindArk and full rules for Merry Mayhem please visit [www.entropiauniverse.com](http://www.entropiauniverse.com).

### **About Mindark**

MindArk is the developer of the virtual 3D environment Entropia Universe. It is the leading platform for micro transaction driven 3D virtual worlds and MMO games. The Swedish company MindArk, develops, operates and markets Entropia Universe and the Entropia Platform. Entropia Universe is a 3D internet virtual environment with a unique, integrated economic system and stunning graphics. The Entropia Platform is a secure entertainment and business platform, enabling companies and organizations all over the world to build content on differently themed planets all connected inside Entropia Universe

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