

MindArk Recruits Technical Director From Ericsson

GOTHENBURG, Sweden, May 14, 2012 /PRNewswire/ -- MindArk, developer and publisher of the largest real money MMO, announced today that it has appointed Klas Moreau, formerly of Ericsson, as its Technical Director. This is a newly created position which will aid the company in keeping its flagship, the Entropia Universe MMO, at the pinnacle of new technologies.

"I am very happy that we have managed to recruit one of Ericsson's top R&D executives. The timing is perfect since Mindark is now ramping up both development and marketing efforts substantially," says Jan Welter Timkrans, Mindark's Chairman of the Board.

Previously Klas Moreau was Head of Business Unit Command, Control and Applications at Ericsson, the Swedish Telecom Giant. He has held several other R&D management positions within Ericsson, managing 150 or more employees. Mr. Moreau has over 15 years of management experience with global multi-national, multi-cultural organizations using technology-based business models.

"I will ensure there is a solid foundation that enables Entropia Universe to grow significantly, both in the number of participants and in their global reach. My goal is for Entropia Universe to double its number of participants by the end of 2013," said Klas Moreau.

"I've been a gamer since the days of the Commodore 64. Now I have the opportunity to combine my gaming interest with my leadership abilities and passion for technology."

Klas' solid understanding of technology, combined with his business acumen makes him a valuable asset to the company and all of its planet partners. Klas Moreau starts work at Mindark in May, 2012. MindArk owns Entropia Universe which has over one million registered accounts and over \$400 million USD per year in user-to-user transactions. For more information on MindArk or the Citizenship System please visit 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

The statements contained in this release that are not historical facts are forward-looking statements. The Company cautions readers of this press release that a number of important factors could cause MindArk's actual future results to differ materially from those expressed in any such forward-looking statements. MindArk and the MindArk logo are registered trademarks of MindArk. All other company names mentioned herein may be trademarks of

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For more information on MindArk please contact us at the email below or go to our website at <http://www.mindark.com>

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* Document updated with correct business title of Technical Director.