

FOR IMMEDIATE RELEASE



ENTROPIA UNIVERSE INTRODUCES CITIZENSHIP AND REVENUE SHARING SYSTEM WITH EXPECTED ANNUAL RETURNS OF UP TO 30%

Gothenburg, Sweden – November 16, 2011 /MindArk/ – MindArk, developer and publisher of the largest real money MMO, announced today that it will introduce a groundbreaking Citizenship System to Planet Calypso. The new system will provide revenue sharing to participants, and add a political system that will allow players to vote on major decisions affecting their virtual world, all for as little as \$100 USD.

“Our new Citizenship System will have a strong impact on the social and Virtual Worlds industry”, said Jan Welter Timkrans, Chairman of MindArk. “People have always had the opportunity to make money playing our game and engaging in the micro transactions economy. Now they can actually share in the revenues of their favorite planet with a Land Lot deed and help decide its future via the political system.”

The new system grants users Planet Calypso citizenship and political voting rights. Citizens will also receive a share in the Planet Partner gross revenue of Calypso, paid weekly. Based on Planet Calypso’s performance over the last 12 months, the potential return of investment (ROI) is expected to be between 27% and 30% per year. Each planet in the Entropia Universe is a separate Planet Partner, and the revenue share paid to deed holders will come from the Planet Calypso revenue stream. Sixty thousand land lot deeds offered at \$100 USD each are available exclusively through the Entropia Universe global auction and can be acquired by anyone after creating a free avatar.

The new Citizenship System will showcase the economics of a successful Planet Partner on the Entropia Universe platform, and allow users to participate in that success. Planet Calypso is the oldest of the planets in Entropia Universe, with over one million registered accounts and over \$400 million USD per year in user-to-user transactions. Until now, possessing land in Entropia

Universe has been very exclusive, with the market price for land deeds ranging from \$5,000 to upwards of \$500,000 USD. In the new Citizenship System, just about anyone can share a piece of an entire virtual world. 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 their respective owners.

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