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For Immediate Release

ENTROPIA UNIVERSE TO AUCTION OFF THE WORLD'S FIRST VIRTUAL BANKING LICENSES

*Taking its Real Cash Economy to the Next Level:
Entropia Universe Offers Virtual Entrepreneurs the Opportunity to
Become Real Bankers in Cyberspace.*

GOTHENBURG, SWEDEN – January 8, 2007 – MindArk PE AB, creators of Entropia Universe – the original virtual universe with a real cash economy, today announced the auction of five virtual banking licenses which will integrate real world banking systems into the virtual world. These two-year exclusive licenses will be available through the public auction within Entropia Universe and will be open for bids from beginning mid January 2007.

Entropia Universe is the only virtual universe on the internet whose currency has a fixed exchange rate with the US Dollar. Its currency can easily be moved between Entropia Universe and the real world using an ATM card. The Entropia ATM card can be used to instantly withdraw real cash from over 1 million ATM machines worldwide.

Giving the slogan 'more than a game' a whole new meaning, the virtual Entropia Universe banks will work in much the same way as real world banks, being initially provided with secure systems enabling them to:

- Lend money to Entropia Universe citizens and collect interest for this service
- Partake in the design and naming of their own virtual bank building(s)
- Utilize the extensive advertising opportunities available within the Entropia Universe
- Make their own personnel available through avatars that can interact with and provide service to other avatars

With over 500,000 registered accounts and a 2005 turnover of over 160 million dollars, -

-more-

MindArk PE AB's CEO, Jan Welter Timkrans describes how: "The prospect of this entirely novel aspect of banking has generated considerable interest amongst many of the top brand names in banking. We are very excited to see the value of the world's first virtual banking license, and equally interested in soon finding out which banks, companies or private persons with the gift of foresight, we will have the pleasure of cooperating with in the exciting years to come."

About Entropia Universe

The heart of Entropia Universe is a distant planet named Calypso, which encompasses two continents with animal filled wildernesses and large expanding cities that offer a variety of entertainment and social interaction for its citizens. In Entropia, participants can create their own persona, or avatar, via a character generation system, and then have the option of choosing a suitable life and virtual existence for their avatar. Characters are able to enter the evolving worlds of Entropia Universe, which are full of unexplored and uncultivated lands. Participants can join a community or even create a civilization of their own. Entropia offers a new avenue for individuals to pursue dreams, fantasies, and adventures in an astoundingly 'real' virtual universe.

In December 2004, Entropia Universe set a world record, certified by the *Guinness Book of World Records*, when it sold a virtual Treasure Island for \$26,500 USD as the largest virtual dollar amount spent, to 22-year old Australian David Storey, a.k.a. "Deathifier." In October 2005, the sale of an asteroid based space resort for \$100,000 USD to famed gamer, Jon 'NEVERDIE' Jacobs, set a new record for the most valuable virtual item.

Entropia Universe is a registered trademark of MindArk PE AB. MindArk supports and monitors the services and maintenance of the Entropia Universe site. MindArk began in April of 2003 in Sweden, and has expanded to have partners throughout the world. Entropia Universe was launched in 2003 and has reached over 500,000 registered accounts. MindArk offers the Entropia Universe software to users free of charge with no monthly costs or associated subscription fees. For more information or to download the free Entropia Universe software please visit www.entropiauniverse.com. For more information about EU's developer, MindArk, please visit www.mindark.com.