

FOR IMMEDIATE RELEASE

ENTROPIA UNIVERSE

Assets Available at: www.tractionpr.com/EU

PLAYERS FUND THEIR OWN MOON IN ENTROPIA UNIVERSE MMO

Cthulhu lives on a Moon named Monria

Gothenburg, Sweden – November 19, 2013 /Entropia Universe/ – Entropia Universe AB, publisher of the only real-cash MMO, announced today that a new moon named *Monria* has gone live and will scare players to death. The mythos of Cthulhu comes to life as players fight their way through an amazing new storyline in a world where every item looted equals real money.

Earlier this year, a group of Entropia Universe players invested \$150,000 of their own money for the opportunity to manage a moon set in Entropia Universe, the world's first and largest real-cash MMO. The group of investors worked closely with Entropia Universe's development team to design their vision that they named *Monria*. Not only do they get to control the destiny of their moon and its story, they also enjoy a special revenue sharing deal with the publishers of Entropia Universe.

Monria is an exciting new sci-fi horror MMO inspired by H.P Lovecraft's Cthulhu. It offers unique content for new players and Entropia Universe veterans alike, including new creatures and items, plus dozens of quests and activities. It also has several business opportunities of its own including 100 apartments and 10 shops that the *Monria* team will be offering to players. As

with all planets in Entropia Universe it features core gameplay including hunting, mining and crafting options and is connected to the larger Universe. This means easy access to the many different planets of Entropia Universe and veteran players can travel to *Monria* and explore this fascinating new world.

Entropia Universe is the largest Massively Multiplayer Online Real Cash Economy (MMORCE) game in the world. Players have no monthly costs, but deposit and withdraw real funds for their adventures on any planet in the Entropia Universe. For more information on Entropia Universe or to download the free game please visit www.entropiauniverse.com. To check out Monria, please visit monria.com where players can register for an account and download the game, all for free.

About Monria

Monria is managed by a group of Entropia Universe players who invested in the opportunity to manage their own planet. Monria stands out as the only Cthulhu mythos inspired sci-fi horror MMORPG. Monria is free-to-play and features a real-cash economy. Players can not only deposit, but also cash out, their hard earned skills and valuable items.

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

About Entropia Universe AB

Entropia Universe is the largest Real Cash Economy Massively Multiplayer Online Game in the world. Entropia Universe offers players 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 any virtual planet or in the real world. Entropia Universe uses a state of the art graphics engine to deliver the highest quality visuals in an MMO today.

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

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