

FOR IMMEDIATE RELEASE

ENTROPIA UNIVERSE

Assets Available at: www.tractionpr.com/EU

ENTROPIA UNIVERSE ALL PLANETS MEDIA BULLETIN

MindArk introduces dramatically new avatar system

Gothenburg, Sweden – January 18, 2013 /Entropia Universe/ – Entropia Universe AB, the largest Massively Multiplayer Online Real Cash Economy (or MMORCE) game, announced today that MindArk has released a brand new avatar system. This new system will bring Entropia Universe to the forefront of graphics technology in an MMO with highly detailed and fully customizable new avatars.

The new avatars are significantly enhanced with over twice as many polygons as their predecessors for surprising fidelity. All character textures have been heightened as well, with faces becoming four times more detailed. Bilateral asymmetry is now a key factor in making distinctive creations as tattoos, scars and makeup no longer need to be even on both sides; and even hair has been improved so that it now moves and bounces naturally. Additionally all avatar animations have seen improvements so they move more fluidly, with clothes and armor redone to better fit the new models. This all allows for a much richer user experience as players in-game representations will now be much more engaging and realistic.

To add to the gameplay the avatars not only look better, but they have been optimized for better performance on all machines as well. While overhauling the creation system to introduce the high-fidelity models the developers also took the time to work on the basic user interface. They

made it far easier to customize a unique character so players can explore the world as anyone they wish. The new system also improves the handling of different races to better represent players and their backgrounds. The team also included pre-set appearances to allow for faster entry into the game if a player doesn't want to spend the time on their avatar. Upon release of the new avatar system all existing users will get a chance to re-customize their look for free.

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 download the new app please visit the Google Play App store at <https://play.google.com/store>.

About MindArk

Based in Gothenburg Sweden, MindArk is one of the city's largest video game publishers contributing to the thriving development community. As the publisher of Entropia Universe, a game space that encompasses multiple planet partners, each with their own unique setting and gameplay style, MindArk focuses on the development and maintenance of the platform. This allows other companies to create unique content for their planets in the game universe and provides an environment in which a real cash economy can flourish.

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>.

Entropia Universe Media:

David Tractenberg
(310) 453-2050 x111
david@tractionpr.com

###