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Newly Discovered Moon to be Auctioned

Entropia Universe All Planets Bulletin

Gothenburg, Sweden – March 1, 2013 /Entropia Universe/ – Entropia Universe AB, operator of the largest Massively Multiplayer Online Real Cash Economy (MMORCE), announced today that it will be auctioning a newly discovered moon starting on March 21, 2013. This unique opportunity combines the Entropia Universe Planet Partner and Marketing Partner programs, allowing the winner to operate an estate in a virtual universe which just celebrated its tenth anniversary.

The winning bidder will work closely with the MindArk team throughout the estate's development process with direct input on important design decisions, and will share revenue with MindArk resulting from all activity on the moon. As a way to further increase earning potential, the winning bidder will also have the ability to recruit new participants through marketing, and receive a share of revenue from resulting activity anywhere in Entropia Universe.

The moon estate includes a Lunar Command Center and two Lunar Habitats, along with eight subsurface caverns filled with unique creatures and rare resources. The auction for rights to manage the moon estate will begin on March 21 and end two weeks later, on April 4, 2013. The estate deed will be listed on the Entropia Universe global auction with a starting bid of 1.5 million PED (150,000 USD).

For more information about the auction including full details regarding the Moon Estate auction, please visit the following URL: www.entropiauniverse.com/announcements/moon

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/.

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>.

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>.

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