

FOR IMMEDIATE RELEASE



ENTROPIA UNIVERSE PARTNERS WITH SOMETRICS FOR AMAZING OFFERS

Players Now Have Access to New Ways to Get Currency Into the Game

Gothenburg, Sweden – June 20, 2012 /MindArk/ – Entropia Universe, the largest real cash economy Massively Multiplayer Online Game, announced today a partnership with Sometrics. This new deal will bring alternative revenue streams to colonists on any participating partner planet within the universe.

"Entropia Universe is happy to offer an alternative payment option to allow users to add funds to their in game account without actually dipping into their own pockets, said David Simmonds, CEO of MindArk. "By using the Sometrics revenue optimization platform our users can generate PEDs without even being logged into Entropia Universe. There are so many different offers I'm confident our users can find a benefit from this payment solution."

Through targeted offers on homepages and splash screens players can earn Entropia currency simply by signing up for something they already wanted. The currency is then deposited directly into their Entropia Universe accounts for them to purchase better equipment, customize their load-out or even purchase a new spaceship. Sometrics is a global leader in providing in-game payments and revenue optimization solutions for free-to-play games. The company has seen over 3.3 trillion individual units of currency processed through its payment processing platform since it first started working with publishers in 2007 and serves an audience of 225 million gamers in 180 countries.

For more information on Entropia Universe or to download the free game please visit www.entropiauniverse.com.

About Mindark

MindArk is the developer and publisher of Entropia Universe, a game space that encompasses multiple planet partners each with their own unique setting and gameplay style. As the largest real 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. Planet Calypso uses a state of the art graphics engine to deliver the highest quality visuals in an MMO today.

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.

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

Copyright © 2012 MindArk. All Rights Reserved.

For further information, please contact:

MindArk Media:

David Tractenberg

(310) 453-2050 x111

david@tractionpr.com

###