



## **VIRTUAL WORLD ENTROPIA UNIVERSE LOCALIZED FOR KEY INTERNATIONAL MARKETS**

### ***Free Entropia Universe Software Launched in German, French and Spanish Language Versions***

(GOTHENBURG, SWEDEN) May 20, 2008 – Entropia Universe, the award winning 3D online virtual universe for interactive entertainment, social networking and e-commerce announces the launch of its free software in German, French and Spanish language versions. The move signifies the first step in bringing Entropia’s unique entertainment and entrepreneurial opportunities to a much broader international audience by making the website, client software and customer support available in the respective languages.

“Localizing Entropia will facilitate increased market penetration in these language areas by addressing our users’ needs and increasing our credibility. The localization work carried out with one of the world’s leading companies in the field Lionbridge, will also be of great benefit to our revenue sharing Affiliates and Partner planet developers in these regions,” says Frank Campbell, Marketing & PR Executive of Mindark. “Together with the Swedish Trade Council, we are increasing our Marketing and PR activities in these areas during 2008,” continues Campbell.

Entropia’s unique mix of MMO entertainment with a real economy - its PED currency has a fixed exchange rate of 10:1 with the US\$ - has provided its users a means of conducting hundreds of millions of dollars of annual trade in virtual goods and services since its launch in 2003.

Entropia’s secure micro-transaction system has been globally noted. Amongst other significant partnerships, the Cyber Recreational Development Corporation of China recently signed a joint venture with Mindark to develop a major cyber space hub in Beijing based on Entropia’s platform; a trend which is accelerating as more international corporations recognize the versatility of the Entropia platform for establishing a profitable presence in cyber space. Some of Entropia’s other notable involvements include a recent cooperative project that was honored with a 2008 Interactive Emmy Award in Cannes and a 2008 inclusion in the Guinness World Records Book for the world’s most expensive virtual world object.

The heart of Entropia Universe is a distant planet named Calypso, which encompasses two continents with animal-filled wildernesses and large expanding cities which offer a variety of entertainment and social interaction for its participants as they embark on the frontier of one of the 21<sup>st</sup> century’s most exciting developments – virtual reality.

Entropia will be exhibiting at a number of major events this year including the Games Conference in Leipzig, IFA in Berlin, Festival De Jeu Video in Paris and Art Futura in Barcelona.

### **About Entropia Universe**

Entropia Universe was launched in January 2003 and has grown to over 720,000 registered accounts from over 200 countries. Its business model is entirely unique as the client software is free to download from the internet and there are no monthly subscription fees. As the only virtual universe with a real cash economy whose currency, the PED, has a fixed exchange rate of 10:1 with the US Dollar, Entropia Universe provides a means for new players to immediately start exploring and earning real cash without having to deposit money. A key feature is that the funds acquired in Entropia Universe can easily be withdrawn into real-life cash.

Entropia Universe is a registered trademark of Mindark PE AB. Mindark supports and monitors the services and maintenance of the Entropia Universe platform. The real cash economy business model has been very successful and Mindark PE AB has been profitable since 2004. The 2007 turnover of Entropia Universe was over US \$400,000,000.

For more information, please visit [www.entropiauniverse.com](http://www.entropiauniverse.com). For more information about Mindark PE AB, please visit [www.mindark.com](http://www.mindark.com).

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