

FOR IMMEDIATE RELEASE

ENTROPIA UNIVERSE

VIRTUAL WORLD ENTROPIA UNIVERSE PARTNERS WITH NVIDIA TO PROVIDE ENHANCED VISUALS FOR GAME PLAY

(Gothenburg, Sweden) – August 19, 2008 – Entropia Universe, the award-winning 3D online virtual universe for interactive entertainment, social networking, and e-commerce, today announced that Entropia Universe will be part of NVIDIA's "The Way It's Meant to Be Played" program, which ensures consumers of the highest quality gaming experience when running NVIDIA® GeForce® graphics hardware inside their PC.

As a result of joining the "The Way It's Meant to Be Played" program, NVIDIA will work closely with Mindark, developer of Entropia Universe, to enhance the visual effects within the game. By taking advantage of the latest technologies offered by GeForce GPUs, and the implementation of the Crytek® engine to the Entropia Universe platform set to launch later this summer, gamers will experience an immersive, exciting online experience..

"We are thrilled to be working with NVIDIA and look forward to a prosperous future together," said David Simmonds, Business Development Director of Mindark, developer of Entropia Universe. "The expertise that the NVIDIA team has to offer is so valuable to us as we strive to continually provide the best gaming experience for our players."

In addition, NVIDIA is offering Mindark thirty GeForce 9800 GT GPU-based graphic cards, which will be put into select Entropia Universe loots for players to scavenge during their online exploits.

About NVIDIA

NVIDIA is the world leader in visual computing technologies and the inventor of the GPU, a high-performance processor which generates breathtaking, interactive graphics on workstations, personal computers, game consoles, and mobile devices. NVIDIA serves the entertainment and consumer market with its GeForce graphics products, the professional design and visualization market with its Quadro® graphics products, and the high-performance computing market with its Tesla™ computing solutions products. NVIDIA is headquartered in Santa Clara, Calif. and has offices throughout Asia, Europe, and the Americas. For more information, visit www.nvidia.com.

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 400,000,000 US Dollars.

For more information, please visit www.entropiauniverse.com. For more information about Entropia Universe's developer, Mindark PE AB, please visit www.mindark.com.

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