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Virtual World Entropia Universe and Global Gaming Factory X AB Launch Digital Distribution of Entropia to Gaming Centers

GOTHENBURG, SWEDEN -- (MARKET WIRE) -- May 22, 2007 -- MindArk and Global Gaming Factory X AB announced the launch of Entropia Universe as the first virtual universe and software to use the Smartlaunch Direct digital distribution platform to reach millions of gamers at thousands of internet cafes and gaming centers all over the world.

"We are pleased to announce Entropia, the world's most popular virtual world, as the first software to be delivered to café owners using Smartlaunch Direct," Global Gaming Factory X AB chief executive Hans Pandeya states.

Gaming at internet cafes and gaming centers is a rising social phenomena, as these venues are ideal places for gamers to meet and share information. Smartlaunch Direct is being fully integrated with the Smartlaunch server and café administrator, displaying popular games from cafes around the world. The cafe owner can easily download and install a game on all computers in the café with a single click using Smartlaunch Direct. In addition to being convenient for gaming hubs, Smartlaunch also provide publishers a convenient way of reaching millions of online gamers who visit thousands of cafes in the Smartlaunch network every month.

"Entropia Universe has been expanding rapidly with over 580,000 registered users, and now we will be able to reach more of our audience without the lag of individual download time," states MindArk CIO Marco Behrmann. "This new partnership with Global Gaming Factory X AB will allow us to share the Entropia experience with new players who will have the software as an easily accessible option in their own environment. We look forward to a prosperous future using Smartlaunch Direct."

About Entropia Universe

The heart of Entropia Universe is a distant planet named Calypso, which encompasses two continents with animal-filled wildernesses and large expanding cities that offer a variety of entertainment and social interaction for its participants. In Entropia, participants can create their own persona, or avatar, via a character-generation system, and then have the option of choosing a suitable life and virtual existence for their avatar. Characters are able to enter the evolving worlds of Entropia Universe, which are full of unexplored and uncultivated lands. Participants can join a community or even create a civilization of their own. Entropia offers a new avenue for individuals to pursue dreams, fantasies, and adventures in an astoundingly 'real' virtual universe.

In December 2004, Entropia Universe set a world record certified by the Guinness Book of World Records, when it sold a virtual Treasure Island for US\$26,500, the largest virtual dollar amount spent, to 22-year-old Australian David Storey, a.k.a. "Deathifier." In October 2005, the sale of an asteroid-based space resort for US\$100,000 to famed gamer, Jon 'NEVERDIE' Jacobs, set a new record for the most valuable virtual item. In May 2007, MindArk sold five virtual banking licenses for over US\$400,000 and among the buyers are real-world banks and financial establishments, alongside with Entropia participants.

Entropia Universe is a registered trademark of MindArk PE AB. MindArk supports and monitors the services and maintenance of the Entropia Universe site. MindArk began in April of 2003 in Sweden, and has expanded to have partners throughout the world. Entropia Universe was launched in 2003 and has reached over 580,000 registered accounts. MindArk offers the Entropia Universe software to users free of charge with no monthly costs or associated subscription fees. For more information or to download the free Entropia Universe software please visit www.entropiauniverse.com. For more information about Entropia Universe's developer, MindArk, please visit www.mindark.com.

About Global Gaming Factory X AB

Global Gaming Factory X AB has the largest network of internet cafés and gaming centers in the world with an unprecedented access to the gamer audience. Global Gaming Factory X AB owns Smartlaunch www.smartlaunch.com and Celco Software www.cybercafeapro.com, the leading European and North American publishers of cafe management software. Global Gaming Factory X AB has developed a platform for digital distribution of software, advertising and services to reach millions of gamers that visit gaming centers every month. Global Gaming Factory X AB is listed on the Aktietorget stock exchange in Stockholm, Sweden. For more information please visit www.globalgamingfactory.com