



EXPLORE ENTROPIA UNIVERSE'S PLANET CALYPSO TO WIN BIG

New loot includes land deeds worth over \$100,000

Gothenburg, Sweden - May 16, 2012 /GameBlast/ - MindArk, developer and publisher of Planet Calypso, the oldest planet in the Entropia Universe Massively Multiplayer Online Game, announced today a lucrative new addition to the loot which players can acquire. By simply hunting, mining or crafting players can now find one of a thousand Planet Calypso Land Deeds.

The Land Deeds are worth \$100 each, provide revenue sharing and can be sold for even more on the open market now that all of the available deeds have been acquired. Through the Citizenship Program the deeds allow players to participate in revenue sharing with a projected annual ROI of 25% per deed paid weekly, making this the loot that keeps on giving.

Now, nearly anyone with a computer and an internet connection can acquire a piece of an entire virtual world, sharing in the Planet Partner gross revenue of Calypso. To get the opportunity to obtain one of these 1000 deeds colonists on Calypso simply need to play. There will be 400 deeds added to the loot while players are hunting, 200 added while mining and 240 added while crafting. There will also be an additional 160 deeds included in special events and story lines to be announced later. Deeds will begin dropping on May 15, 2012 and continue throughout the rest of 2012. Those who are not colonists on Calypso can easily create an account and start playing by visiting www.planetcalypso.com.

Planet Calypso is the oldest of the planets in the Entropia Universe, with

over one million registered accounts and over \$400 million USD per year in user-to-user transactions. For more information on MindArk or the Citizenship System please visit www.entropiauniverse.com.

About Mindark

MindArk is the developer of the virtual 3D environment Entropia Universe. It is the leading platform for micro transaction driven 3D virtual worlds and MMO games. The Swedish company MindArk, develops, operates and markets Entropia Universe and the Entropia Platform. Entropia Universe is a 3D internet virtual environment with a unique, integrated economic system and stunning graphics. The Entropia Platform is a secure entertainment and business platform, enabling companies and organizations all over the world to build content on differently themed planets all connected inside Entropia Universe

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.

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For further information, please contact:

MindArk Media:

David Tractenberg

(310) 453-2050 x111

david@tractionpr.com