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ENTROPIA UNIVERSE LAUNCH SPACE

MMORPG Developer MindArk Fulfils Visionary Milestone by Introducing Entropia Space to Encompass the Planets of Their Swiftly Evolving Virtual Universe

-- **GOTHENBURG, Sweden, June 14, 2011** -- MindArk, creators of the fast growing MMORPG/Virtual 3D environment Entropia Universe, today announces the introduction of Entropia Space. This new addition is unique in the Game market as most Space games only provide space and spaceship environments. Entropia Universe, which was launched in 2003, started differently, with thousands of avatars interacting on the planets of the Universe. The enormous and diverse land areas of the various worlds will now be surrounded by a complete Space experience. Avatars will be able to walk around on the ships, land on planets and asteroids, and then disembark from their ships to explore strange, new worlds and trade with the inhabitants they meet.

The launch of Entropia Space, on June 21, includes new spacecrafts, new environments, space battles and new opportunities for entrepreneurs to put their skills and creativity to the test to earn money in the Real Cash Economy of Entropia Universe. New features will be implemented, as well. A new karma system will provide ranks and titles for the ships with a clear distinction between good and evil. Participants' choices will lead them toward one or the other; towards becoming a feared space pirate or towards being a steadfast vigilante.

"What we are doing is truly unique. The vision has always been to build a virtual universe which mimics the real universe and then extends it even further. Entropia Universe has seen great strides in development over the past several years, creating a peerless experience for participants," says Jan Welter Timkrans, founder and CEO of MindArk. "We have upgraded the graphics, introduced an advanced voice system created in partnership with Ericsson, released several new planets from 3rd party developers partnered in our "Planet Partner" program and now we are introducing Entropia Space – all connected with one, universal, Real Cash Economy. After years of hard work we are finally reaching this major milestone in bringing our vision to life. It is a great feeling!"

Entropia Space is set to provide a whole new level of diversity, game play, opportunity and fun to participants, both present and future. With four planets in the Entropia Universe and more on tap this year, MindArk is looking forward to further expansion and added dynamics of the universe.

About MindArk PE AB MindArk develops, operates and provides Entropia Universe. MindArk is based in Gothenburg, Sweden. Furthermore, MindArk develops supports and monitors the services and maintenance of the Entropia Platform, the underlying technological and commercial applications that

support the creation and operation of Entropia Universe. Additional information about MindArk PE AB is available at <http://www.mindark.com>.

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About Entropia Universe

Entropia Universe was launched in January 2003 and has grown to more than 950,000 registered accounts from over 200 countries. It is the only virtual universe with a true Real Cash Economy (RCE). The currency, Project Entropia Dollars (PED), has a fixed exchange rate of 10:1 with the U.S. Dollar. The business model is unique as it is based on micropayments, meaning that the client software is free to download from the Internet, and there are no monthly subscription fees, thus Entropia Universe provides a way for new players to immediately start exploring without having to deposit money. Virtual funds acquired in Entropia Universe can easily be exchanged and then withdrawn into real-world funds. The business model has been very successful; The 2010 turnover of Entropia Universe topped \$422,000,000 U.S. For more information, visit <http://www.entropiauniverse.com>

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Media Contacts:
Christian Bjorkman
MindArk PE AB
chrboj@mindark.com