

SPANIARD BLEND WILL DEVELOP A PLANET IN ENTROPIA UNIVERSE

- Spaniard Blend is currently the only Spanish company that has become Planet Partner of MindArk, the owner of Entropia Universe.

Madrid, april, the 14th of 2011.- Pyxel Arts has announced today an agreement with MindArk PE AB, the Swedish company owner and developer of Entropia Universe, to develop a planet through its games developer studio, Spaniard Blend. With this agreement, Pyxel Arts becomes the only Spanish company that currently has managed to become a Planet Partner, the name that MindArk gives to the companies that develop planets for Entropia Universe.

Entropia Universe was launched in January 2003 and has grown to more than 1 000,000 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 Virtual funds acquired in Entropia Universe can easily be exchanged and then withdrawn into real-world funds.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

MindArk provides the Planet Partners with the technology to develop the planets in the virtual world and controls and maintains the platform. Spaniard Blend is going to develop with this technology, a planet set in a Sci Fi environment. The players can access to all the planets of the Entropia Universe with a single account and this allows them to go from one world to another. This provides the future planet of Spaniard Blend, a potential users base over than one million.

"We are very proud of the agreement with MindArk and, of course, of having manage becoming in Planet Partners. Entropia Universe is a solid platform and we absolutely trust their current and futures possibilities; for us, developing a planet is a challenge and an opportunity and we are going to give the best of us in this project to surprise the players", comments Rafael Espinosa de los Monteros, CEO of Pyxel Arts.

Sobre MindArk PE AB

MindArk develops, operates, markets and provides Entropia Universe. MindArk is based in Gotenborg, Sweden and has 80 employees. Additional information about MindArk PE AB is available at <http://www.Mindark.com>

ENTROPIA UNIVERSE® and MINDARK® are registered trademark of MindArk PE AB. MindArk supports and monitors the services and maintenance of the Entropia Universe platform.

Sobre 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 2009 turnover of Entropia Universe topped \$422,000,000 U.S. For more information, visit <http://www.entropia-universe.com>

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Sobre Spaniard Blend

Spaniard Blend is a game developer studio for PC, PS3 y Xbox 360, formed with entirely Spanish capital and its headquarter is in the South of Madrid. The philosophy of the studio is to develop videogames with the most leading technology, but respecting the artisan processes of an artistic and cultural activity like the development of a videogame.

Nowadays, Spaniard Blend count with twenty professionals of design, art, programming, animation, modeling, music, marketing and PR. In this moment, the company is working on two online videogames for PC.

About Pyxel Arts

Pyxel Arts is a Spanish company focused in the development of artificial intelligence products, systems of real time simulation of fluids, simulators and others technologies of the videogames industry.

Pyxel Arts has received in 2010 the Vivero Network SIMO Award.

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