



FOR IMMEDIATE RELEASE

## **SEE VIRTUAL WORLDS™ PURCHASES VIRTUAL PROPERTY FROM MINDARK FOR 6 MILLION USD**

### **Planet Michael™ Publisher Also Acquires High Profile Development Company from Creators of Entropia Universe**

LOS ANGELES, GOTHENBURG, SWEDEN – January 27, 2011

SEE Virtual Worlds™, an entertainment company developing a virtual reality universe of connected planets tied to licensed franchises, and MindArk, the company behind the virtual 3D environment Entropia Universe, today announced SEE Virtual Worlds has procured the rights to *Planet Calypso*, the first planet in the Massively Multiplayer Online Role Playing Game (MMORPG) Entropia Universe for 6 million USD. Taking place in a distant future, *Planet Calypso* is home to a human colony working to establish a new virtual civilization. The planet has been successfully running since 2003 with more than 950,000 registered accounts from 200 countries and territories with \$428 million USD processed in player to player transactions in 2010. Additionally, SEE Virtual Worlds' has acquired the assets of First Planet Company, a subsidiary of MindArk.

The acquisition follows news late last year that SEE Virtual Worlds plans a rollout of new planets in the Entropia Universe, beginning with *Planet Michael*™, a game being developed with the support and involvement of the Michael Jackson Estate, and a Universal Monsters world featuring Van Helsing and Universal Studios' legendary line of cinematic monsters. First Planet Company will be rebranded as "SEE Digital Studios," and will continue to enhance *Planet Calypso* while taking on new staff for the development of *Planet Michael*.

"As we move into 2011 and beyond, SEE Virtual Worlds will continue to bring its innovative product offerings to the virtual world marketplace," said Martin Biallas, CEO of SEE Virtual Worlds. "We know that virtual worlds are extremely lucrative and much of our success will be strengthened by working with Mindark and the added experience that First Planet Company brings to the process, having developed the most successful planet in the Entropia Universe to date."

"SEE Virtual Worlds is an excellent addition to the Entropia family due to their commendable reputation in the entertainment licensing space and their impressive list of upcoming entertainment properties such as *Planet Michael*," said Jan Welter Timkrans, founder and CEO of MindArk PE AB. "As a platform provider in interactive online entertainment, we are focused on sharpening and expanding the highly successful Entropia Universe working alongside partners as they create and run new planets."

*Planet Michael* will be an immersive virtual space themed after iconic visuals drawn from Michael Jackson's music, life and the global issues that concerned him. Entire continents will be created to celebrate Michael's unique genius in a way that underscores his place as one of the greatest artists of all time. At its core, *Planet Michael* will be a massive social gaming experience that will allow everyone, from the hardcore fan to the novice, to connect and engage in collaborative in-game activities with people worldwide.

MindArk has spent over a decade developing and investing in the technological advancement of the Entropia Universe, providing a unique opportunity to transform new and existing IP into interactive entertainment. With SEE Virtual Worlds' acquisition of *Planet Calypso* and First Planet Company, MindArk is committed to fine-tuning their business model as a platform provider in 3D interactive online entertainment.

For additional information about SEE Virtual Worlds and SEE Digital Studios, please visit: [www.seeglobalentertainment.com](http://www.seeglobalentertainment.com)

For game updates and to register to become a part of *Planet Michael*, please visit: [www.planetmichael.com](http://www.planetmichael.com)

For additional assets and information please visit: [http://bhimpact.gamespress.com/client\\_page.asp?i=181](http://bhimpact.gamespress.com/client_page.asp?i=181)

#### **About SEE Virtual Worlds**

Special Entertainment Events, Inc. ("SEE") has been in the business of themed entertainment for over a decade. For SEE this is a process of utilizing known entertainment titles and franchises in new and innovative ways to increase brand awareness and create lucrative additional revenue streams for licensors and project investors. SEE has worked with some of the most iconic names in show business, including Star Trek and Titanic. SEE has received numerous awards for excellence in touring attractions and other themed entertainment projects.

SEE Virtual Worlds Calypso, LLC ("SEE VW") is one of the newest divisions of the Los Angeles based SEE group of companies. A natural extension of the company's core licensing business, SEE VW and its affiliated and related companies bring the world of themed entertainment online. Through a virtual reality universe of connected planets, participants interact with their favorite motion picture, television, sports, and music properties. *Planet Michael*, published by SEE Virtual World MJ, LLC, and a Universal Monsters world based on Universal Studios' legendary line of cinematic monsters, published by SEE Virtual World 1, LLC, are the first themed-planets specifically being created for the Entropia Universe. Using the state-of-the-art Entropia Universe platform, the real cash economy is incorporated in each planet, enabling participants to earn money through gameplay. For more information on the SEE group of companies and their products, please visit <http://www.seeglobalentertainment.com>.

#### **About SEE Digital Studios AB**

SEE Digital Studios AB ("SEE Digital Studios") is a subsidiary of SEE Virtual World Calypso, LLC. SEE Digital Studios maintains and creates updates for *Planet Calypso*, a free download, no subscription MMORPG with a real cash economy, and will develop new themed planets for the Entropia Universe, including Planet Michael. For more information on SEE Digital Studios please visit: <http://www.seeglobalentertainment.com>.

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#### **About Entropia Universe**

Entropia Universe was launched in January 2003 and has grown to more than 1,100,000 registered accounts from over 200 countries or territories. It is the only virtual universe with a true Real Cash Economy (RCE). The currency, PROJECT ENTROPIA DOLLAR® (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. 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 \$428 U.S.D. For more information, visit <http://www.entropia-universe.com>.

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