



Assets Available at: www.tractionpr.com/EU

THE WORLD'S FIRST MILLION DOLLAR VIRTUAL PROPERTY

Planet Arkadia is breaking new frontiers in online gaming

Singapore – 3/26/2014 - Planet Arkadia today announced the offering of Arkadia Underground Deeds, which will make up the world's first \$1,000,000 virtual property. Arkadia Underground gives all players a unique opportunity to participate in land investment within Entropia Universe allowing players to share in the revenues of Arkadia Underground and receive dividends on a daily basis.

This innovative new offering by Planet Arkadia enables players to participate in up to 200,000 deeds that have been priced at only 50 PED (or \$5.00) per deed in direct response to player demand for more opportunities to invest at a lower entry price. The Real Cash Economy has been developed over a 10 year period providing a solid foundation for the virtual economy as all in-game currency 'PEDs' are transferable to US\$ at a fixed rate of 10 PED for each dollar, unchanged for over 10 years. Importantly, participants are able to withdraw their earnings back to their real life bank accounts at any time.

"Arkadia Underground has been highly anticipated within our Arkadian and Entropia Universe communities, especially now we have the ability for every player to earn revenues with such a low barrier to entry." said David Dobson, CEO of Arkadia Studios. "Every player can now participate in Arkadia's vibrantly growing economy which has enjoyed a quadrupling of activity year on year now for 3 years. Where else can you make investments where you can also jump in to play for fun and be rewarded on so many levels?"

Planet Arkadia is an ever growing planetary economy within Entropia Universe. Players can expect state of the art graphics to provide them a virtual world where hunting, mining and crafting can combine in a vibrant real cash economy. "Players all across the universe have

so far welcomed exploring the amazing visual effects inside the underground caverns. Arkadians are passionate about their resident planet and this innovative Arkadia Underground has added a new dimension to their playing experience” added David Dobson.

Entropia Universe is the world’s largest Massively Multiplayer Online Real Cash Economy (MMORCE) game. Players have no monthly fees, but deposit and withdraw real funds to enjoy their adventures on any planet in the Entropia Universe. To download the free game please visit www.planetarkadia.com.

About Planet Arkadia Pte Ltd

Planet Arkadia Pte Ltd is an independent game developer based in Singapore and was founded in 2010 to bring the virtual world of Planet Arkadia to life within the Entropia Universe. Arkadia’s mission is to bring the highest quality MMO gaming experience to Entropia Universe players and a rewarding yet social home for the growing reams of Arkadians. <http://www.planetarkadia.com>

About Entropia Universe AB

Entropia Universe is the largest Real Cash Economy Massively Multiplayer Online Game in the world. Entropia Universe offers players the ability to participate in a unique virtual world where they have no monthly costs. Its innovative real money economy uses a virtual currency which has a fixed exchange rate with the US dollar. This allows players to deposit and withdraw real funds for their adventures on any virtual planet or in the real world. Entropia Universe uses a state of the art graphics engine to deliver the highest quality visuals in an MMO today.

For more information on Entropia Universe please contact us at the email below or go to our website at <http://www.entropiauniverse.com>.

All Media Enquiry:

David Tractenberg

(310) 453-2050 x111

david@tractionpr.com

###