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Assets Available at: [\\$10,000 Virtual World Event video](#)

ENTROPIA UNIVERSE GAMERS GIVE AWAY \$10,000 TO OTHER GAMERS

Entropia Universe Planet Calypso Media Bulletin

Gothenburg, Sweden – May 2, 2013 /Entropia Universe/ – Entropia Universe AB, the largest Massively Multiplayer Online Real Cash Economy (or MMORCE) game, announced today that BIG Industries, a player run group on Planet Calypso, is giving away \$10,000. Welcoming seasoned participants, and beginners to Entropia Universe, this event is structured to allow all participants a chance at claiming their share of the prize.

“Entropia Universe is once again proving a real economy in a game not only works but can flourish,” said David Simmonds, CEO of MindArk. “We have created an environment where players can make money and also realize the benefit in giving it away to other players. Just as contests are used for branding and promotions in the real world, in our universe they propel virtual businesses allowing for greater market share.”

The contest taking place over the next 6 weeks is unique because participants of the game, and not the publisher, or any subsidiary, are offering the prize. The \$10,000 will be divided up into units of 1000 PED (\$100) being rewarded to the top 100 single loots occurring on any of the 8 land areas managed by BIG industries, as dictated by the contest rules [here](#). To join the event, players must go to [Entropia Life](#), an external platform approved by MindArk that monitors activity within the game. Once there they can sign up for a free Entropia Life account and register for the event. Those who wish to join the event but do not already have an Entropia Universe avatar can go to universe.entropialife.com and sign up for a free Entropia Universe account.

Entropia Universe is the largest Massively Multiplayer Online Real Cash Economy (MMORCE) game in the world. Players have no monthly costs, but deposit and withdraw real funds for their adventures on any planet in the Entropia Universe. For more information on Entropia Universe or to download the free game please visit www.entropiauniverse.com.

About BIG Industries

Managers of 8 virtual land areas on the Planet Calypso, BIG Industries consists of 4 players across the globe who, after meeting inside Entropia Universe, decided to pool their resources and talents together and created a half million dollar business operating solely within the game. They currently sponsor new player oriented initiatives on one of their properties, OLA42, where every day they purchase vibrant sweat at 25% above market price. The four founder/players are: Blastoise Meculus, Mike Freyr , Grimyth Salty and Ruthless NZR.

BIG Industries is not a company and is not related to Entropia Universe AB, MindArk or Planet Calypso in any way.

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>.

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