FOR IMMEDIATE RELEASE

HELP CRAFT THE FUTURE OF ENTROPIA UNIVERSE WITH YOUR ANDROID MOBILE DEVICE

MMO Real Cash Economy App Available Today

Gothenburg, Sweden – December 10, 2012 /MindArk/ – MindArk, the developer of the largest Massively Multiplayer Online Real Cash Economy (or MMORCE), announced today the Virtual Tycoon app for mobile devices running Android. This new app allows players in Entropia Universe to take care of in game business from their mobile Android devices, with iOS support coming early next year.

"We are in a world where people are constantly on the go and they always have mobile devices with them," said David Simmonds, CEO of MindArk. "Since Entropia Universe is non-stop as well, players need access to their characters and accounts whenever and wherever. In short, this is the first step in making the Entropia Universe experience available when away from the computer."

Virtual Tycoon gives players full access to the Construction system, the Auction system, Storage, Accounting, Avatar Skills and Professions, and Hall of Fame information. One of the most exciting features is the ability to craft and auction items from your Android mobile device. With full access to storage and all the details of the items contained therein, colonists always know what they have to sell and what they need. This amazing overview includes all blueprints,

and even has a helpful sorting functionality to assist players in finding the blueprints most suitable to craft at the moment.

Since Entropia Universe is all about real-world money and business, one of the most requested features in Virtual Tycoon is the ability to easily put items up for auction, use the trade terminal, and access accounts for withdrawals and deposits. Players also no longer need to fear missing out on a critical auction session as push notifications can be sent with updates on wins, losses and current bids. Additionally the mobile auction system makes it possible to check on the acquisition of materials needed to fulfill detailed construction plans. Finally, players can view and plan the progression of their Avatars by easily accessing their skills and professions.

MindArk is the developer and publisher of Entropia Universe, 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. To download directly visit the Google Play App store at https://play.google.com/store.

About MindArk

MindArk is the developer and publisher of Entropia Universe, a game space that encompasses multiple planet partners each with their own unique setting and gameplay style. As the largest real 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 MindArk please contact us at the email below or go to our website at http://www.mindark.com.

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