

ENTROPIA UNIVERSE

MOTÖRHEAD FRONTMAN LEMMY TO LAUNCH OWN PRIVATE ARMY INSIDE VIRTUAL WORLD ENTROPIA UNIVERSE

British Heavy Metal Legend LEMMY Set to Rock Entropia Universe with Unveiling of Rock stadium and Castle.

(Gothenburg, Sweden) – September 9, 2008 – Mindark, developer and operator of Virtual World Entropia Universe, and rock icon Lemmy from Motörhead, today announced a partnership in which Lemmy and his band will team up with Mindark to create **Motörhead Stadium** and **Lemmy's Castle** within Entropia Universe. The Stadium and Castle are being built utilizing the award-winning CryENGINE®2 graphics engine. This will be the virtual universe's first major virtual rock arena and castle that will enable fans to hear exclusive music as well as battle Lemmy's Guardians in hopes of joining his private Virtual Army. Lemmy's Castle will be defended by Guardians, some of whom when defeated, will drop rare and valuable Motörhead Armor Parts. Fans must collect a full set of Motörhead Armor in order to gain entrance to the inner sanctum of Lemmy's Castle and be eligible to join Lemmy's private Army.

Army Privileges will include: the ability to chat with Lemmy online in the army's private chat channel, and the opportunity to compete in special quests and events to win both real and virtual Motörhead merchandise. Among the cool prizes will be an exclusive trip to Los Angeles for drinks with Lemmy at the famous Rainbow Bar and Grill on Sunset Blvd.

"The Motörhead Stadium and Lemmy's Castle will add great diversity to Entropia Universe when we launch the upgraded version of Entropia Universe using the CryENGINE®2.", says David Simmonds, Business Development Director at Mindark.

Fans can already download the free software online at www.entropiauniverse.com and create a unique avatar which will then be used to visit Motörhead Stadium, where they can view exclusive Metal and Rock concerts pre-recorded or broadcast live from around the world. In addition to the live music, fans will be able to create their own social networks and fan clubs, battle Monsters to earn real cash, and even manufacture and sell collectable Virtual Rock merchandise.

Entropia Universe is the first virtual world with a real cash currency that has a fixed exchange rate with the US dollar. Avatars develop professional skills to assist them in gathering natural resources to sell, trade and manufacture. In 2007 alone, the real cash turnover between players in Entropia Universe exceeded \$400,000,000 USD! In an era of declining record sales, Entropia's Real Cash virtual platform offers bands, artists, labels and studios an entirely new and extremely valuable method to monetize their content.

Motörhead is no stranger to video games, having recently provided a number of tracks for the hit console game Guitar Hero. Motörhead is currently touring the world promoting their new album **Motörizer**. Fans eager to visit the stadium and castle can go to www.JoinLemmysArmy.com or www.MotorheadStadium.com to pre-register and claim some Limited Edition Virtual Motörhead gear.

Mindark will launch Motörhead Stadium and Lemmy's Castle **in conjunction with the launch of the upcoming CryENGINE®2 powered Entropia Universe.**

About Motörhead

Motörhead is widely considered one of the greatest and most influential Heavy Rock bands in the world. Formed by Lemmy Kilmister in 1975, the Grammy Award winning band has toured continuously for over 30 years, they have recorded 20 studio albums and one of their most well known songs, "Ace of Spades," is #3 on VH1's List of top 100 metal songs of all times.

About Entropia Universe

Entropia Universe was launched in January 2003 and has grown to over 750,000 registered accounts from over 200 countries. Its business model is entirely unique as the client software is free to download from the internet and there are no monthly subscription fees. As the only virtual universe with a real cash economy whose currency, the PED, has a fixed exchange rate of 10:1 with the US Dollar, Entropia Universe provides a means for new players to immediately start exploring and earning real cash without having to deposit money. A key feature is that the funds acquired in Entropia Universe can easily be withdrawn into real-life cash.

Entropia Universe is a registered trademark of Mindark PE AB. Mindark supports and monitors the services and maintenance of the Entropia Universe platform. The real cash economy business model has been very successful and Mindark PE AB has been profitable since 2004. The 2007 turnover of Entropia Universe was over 400,000,000 US Dollars.

For more information, please visit www.entropiauniverse.com. For more information about Entropia Universe's developer, Mindark PE AB, please visit www.Mindark.com.

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