

## **Mindark and Beladcom Announce Exclusive Partnership at World Economic Forum**

– *27 October 2011* – MindArk PE AB, developer of the Entropia Universe Virtual World platform recently finalized its exclusive partnership agreement with Beladcom, a Jordanian game developer that has distinguished itself as a regional pioneer in the industry. The announcement, which formed part of an official signing ceremony for a number of key businesses, took place on the sidelines of the World Economic Forum-Dead Sea on the 23<sup>rd</sup> of October, in the presence of HM King Abdullah II of Jordan.

The announcement strengthens the strategic partnership that is expected to have a major impact on gaming and software development in the Middle East, North Africa (MENA) region. The primary objective behind the partnership between the two companies is to introduce a distinctly Arabic planet to MindArk's wildly popular Massively Multiplayer Online (MMO) Entropia Universe.

Entropia Universe is a highly advanced 3D online virtual universe with its own dynamic planetary systems. Beladcom is currently developing the first and only virtual planet with content uniquely tailored to Arab gamers.

“There are 100 million Arab internet users in the Middle East and North Africa,” commented Beladcom General Manager Talal Asfoura. “This represents a huge number of potential gamers. With our partners at MindArk, we will be the first to introduce MMO gaming content specifically developed with this market in mind. We are highly committed to enriching the world of Arabic online content, and we cannot wait to unveil the results of our partnership with MindArk.”

“Beladcom is an innovative company that is on the leading edge of the online revolution sweeping the MENA region,” remarked MindArk's Chief Executive Officer David Simmonds. “There is no doubt that Beladcom is the ideal partner for bringing the Entropia universe to Arab gaming enthusiasts, and signing the exclusivity agreement represents an important step towards realizing this goal. The added prominence of having the official announcement made during the World Economic Forum Special Meeting on Economic Growth and Job Creation in The Arab World certainly makes this a memorable event in our company's history.”

Beladcom's innovative work in game development in Jordan – a country strategically located in the MENA region - places the company in a leading role developing Arabic-language gaming services, social media, and E-commerce solutions. The partnership with MindArk is expected to further enhance the capabilities of Beladcom's staff by opening channels of knowledge exchange between the Swedish and Jordanian teams. As noted at the World Economic Forum, the partnership also brings benefits to Jordan's flourishing information and technology sector by providing local Jordanian talent the opportunity to work on a cutting-edge, global project.

**About Beladcom**

Beladcom is a Jordanian-founded game developer committed to bring about a transformation in the regional gaming landscape by developing high quality content that is both entertaining and culturally relevant. The company is manned by a team of high-caliber designers and developers who have a deep passion for the boundless capabilities present in the world of online multiplayer gaming and who seek to deliver robust gaming experiences that combine cutting-edge technologies with superior content.

**About MindArk and Entropia Universe**

The Swedish company MindArk, develops, operates and markets Entropia Universe and the Entropia Platform. Entropia Universe is a 3D internet virtual environment with a unique, integrated economic system and stunning graphics. The Entropia Platform is a secure entertainment and business platform, enabling companies and organizations all over the world to build content on differently themed planets all connected inside Entropia Universe. Over the past 15 years, MindArk has created and developed one of the most advanced runtime 3D solutions in the world using advanced network technology.

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