



ENTROPIA UNIVERSE & MOTÖRHEAD HOST VIRTUAL WORLD EVENTS TO WIN VIP PASSES TO SEE MOTÖRHEAD LIVE IN CONCERT

(Gothenburg, Sweden) - November 4, 2008 - MindArk will host different events inside Entropia Universe for Motörhead Fans and MMO gamers alike to win tickets to see Motörhead perform live in Gothenburg on December 10th 2008. Included in the invitations will be concert tickets, VIP entrance to the private after party, hotel accommodation, and signed copies of Motörhead's latest album *Motörizer*. The events will be open to all level of avatars, from Noobs (new arrivals) to Ubers (veterans) who will have the chance to compete to win these fabulous prizes and invitations, with the opportunity to meet members of the band at the VIP after party organized by MindArk PE AB.

For Metal and Motörhead fans new to Entropia Universe, it is free to download the software and create your avatar and will require no purchase to participate in the Noob events. Visit www.EntropiaUniverse.com for the full details.

Entropia Universe is the number one Virtual World with a Real Cash Economy where cool limited edition items and collectables are highly prized by avatars worldwide.

Currently under construction is Motörhead Stadium due for launch in 2009, where fans can see exclusive videos, battle demons and join rock icon Lemmy's Private Army.

Entropia Universe is the premiere Virtual World platform where pop culture and entertainment will collide in 2009, with the introduction of new movie and music themed Virtual Worlds utilizing the award winning CryEngine2 graphics engine.

About Motörhead

Motörhead is widely considered one of 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 MindArk and Entropia Universe

Entropia Universe is an expanding entity of interoperable 3D virtual worlds based on the proprietary Entropia Universe Platform. Each virtual world takes the form of a planet(s) within the virtual Entropia Universe.

The Entropia Universe Platform allows great diversity which increases interest, fun, and ultimately retention and profitability. It contains full support for secure micro-transactions in

real-time, rich media viewing, transactions with real and virtual items, MMOG entertainment and social interaction between global participants. Its virtual currency, the PED, has a fixed exchange rate of 10:1 with the US dollar.

The Entropia Universe Platform has been developed for over 10 years at a cost of over \$40m. Commercially launched in 2003, MindArk's planet Calypso has been generating profit since 2004 and has served as a vehicle for fine tuning the platform's business model and functionality. During 2007, the Entropia Universe Platform provided a secure and stable means for \$400m of user-to-user transactions. It has today over 780,000 registered accounts from over 200 countries.

The Entropia Universe Platform offers a complete solution for virtual planet creation and maintenance. The Entropia Universe Planet Development Kit provides all the development tools for premium content production, allowing you to reach tomorrow's consumers through their preferred medium today. The track record of the Entropia Universe Platform allows organizations to invest in MindArk's proven experience.

For more information, please visit www.mindark.com and www.entropiauniverse.com.