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**BLUE MARS NOW EASIER TO ACCESS WITH LAUNCH OF APPLICATION FOR
iOS DEVICES**
Blue Mars Mobile Now Available for Free on App Store

HONOLULU, HI, FEB. 4, 2011 --- Avatar Reality, developers of the premium 3D virtual world and social platform, Blue Mars, today announced the release of Blue Mars Mobile, its first application for iPhone®, iPad™, and iPod Touch®. Available for free, the app provides a new level of accessibility to Blue Mars and broadens its reach beyond the PC.

The current version of the application allows users to view and rate avatars and fashions from the 3D virtual world, which are ranked on the “Top Rated” list. A “Recents” option allows users to track avatar updates and the latest fashions. Enhanced features for future updates include account registration, avatar customization, integration with social networking platforms, the ability to chat with other Blue Mars users, and integrated shopping of clothing and other items via Apple’s in-App purchase feature.

“The launch of Blue Mars Mobile is a huge step forward in helping us reach our number one goal – growing the user community – by making content from our virtual world easier to access by more people,” said Avatar Reality President and Co-Founder, Kazuyuki Hashimoto. “Additionally, since all of the in-world content is developer created, there will be a big opportunity for developers to grow their businesses and brand exposure.”

Added Hashimoto, “Our company is now focused on not only enhancing the app with future updates, but also on improving the Blue Mars platform and the integrated experience between the two.”

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The Blue Mars app can be downloaded from the [App Store](#)SM, or can be accessed from the Blue Mars website (www.bluemars.com). To create and customize an avatar, go to www.bluemars.com and click on “Start Exploring” to register.

About Blue Mars and Avatar Reality Inc.

Developed by Avatar Reality, Blue Mars is a premium 3D virtual world platform featuring unparalleled interaction, fidelity, scalability, security and connectivity. Blue Mars enables artists, game, and application developers to create and distribute amazing interactive 3D experiences for a global audience. Blue Mars launched in Open Beta in October 2009 and began selling virtual land to third party developers in January 2010.

Avatar Reality was founded in 2006 by interactive entertainment visionaries Henk Rogers - best known for introducing Tetris to the world - and Kazuyuki Hashimoto, former CTO of Squaresoft and vice president at Electronic Arts. Privately held, Avatar Reality features a team of industry veterans and world-class experts in casual, PC and console games, and virtual worlds and economies. For more information, visit <http://www.bluemars.com/>.

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