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HENK ROGERS NAMED CEO OF AVATAR REALITY, INC.
Entrepreneur and Interactive Entertainment Visionary Expands Role at
3D Virtual World Company

HONOLULU, HI, APRIL 18, 2011 --- Avatar Reality, developers of the Blue Mars 3D virtual world and iOS app, today announced the appointment of company Co-Founder Henk Rogers as CEO, effective immediately. Rogers is widely respected as a visionary game designer and entrepreneur, and is best known for revolutionizing the videogame industry by bringing Tetris to the United States and world market.

“I believe that the full potential of the Blue Mars platform and technology has yet to be realized,” said Rogers. “With this, I am excited about the innovation to come, and am fully committed to the success of the company and Blue Mars.”

Rogers is a seasoned videogame industry veteran, with a proven track record of success. His career began almost 30 years ago, when he programmed and self-published Japan’s first role-playing game (RPG), The Black Onyx, which became the #1 title in the country. He is best known for introducing Tetris to the United States and world market, and is CEO of Blue Planet Software, sole agent for the Tetris brand. Under his management, Tetris’ popularity and relevance continues 26 years after its launch with 125 million games sold and growing. Rogers also holds leadership positions at several other software companies, and is the Founder of Blue Planet Foundation, whose mission is to end the use of carbon based fuel in the world, starting with Hawaii.

“We are thrilled that Henk will take on an expanded, more active role at Avatar Reality,” said Co-Founder Kazuyuki Hashimoto, who will continue as President. “Our team, the product and the Blue Mars community will all benefit from his vision, leadership and experience. With the recent success of Blue Mars Mobile, our first iOS application, and some new, breakthrough technology in the pipeline, this is an exciting time in the history of our company.”

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About Blue Mars and Avatar Reality Inc.

Developed by Avatar Reality, Blue Mars is a premium 3D virtual world platform featuring unparalleled interactivity, fidelity, scalability and security, and enables artists and developers to create and distribute amazing interactive 3D experiences to a global audience. Blue Mars launched in Open Beta in October 2009 and began selling virtual land to third party developers in January 2010. Blue Mars Mobile, an iOS app based on the content and technology from the virtual world, was introduced in February 2011.

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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