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Contact:
Jamie Tica
press@avatar-reality.com
808.954.6153

**AVATAR REALITY AND METAVERSE EXPERT WAGNER JAMES AU
LAUNCH BLUE WORLD NOTES**
*New Blog Will Chronicle Evolution and Growth of Next Generation 3D Virtual
World Blue Mars*

HONOLULU and SAN FRANCISCO, SEPT. 9, 2010 — Avatar Reality, creator of the 3D social gaming world Blue Mars, is proud to announce its partnership with well-known technology writer and metaverse consultant Wagner James Au. Blogging as his popular reporter avatar “Hamlet Au,” Au will write “Blue World Notes” (<http://blog.bluemars.com/>), an ongoing journal documenting the launch, evolution and emerging online community of the user-generated 3D virtual world Blue Mars.

"We are very pleased to have James join our team," says Avatar Reality CEO Jim Sink. "He's a great advocate of user-created content in virtual worlds, and we're excited that he has chosen to showcase the creative community that is emerging in Blue Mars, allowing us to reach a much larger audience."

Au is the author of *The Making of Second Life* (HarperCollins), which was based on his experience as an “embedded journalist” starting in 2003. He is the second alumnus from Second Life to join Avatar Reality, following the 2009 addition of Chief Financial Officer John Zdanowski, who previously served as CFO for Linden Lab.

“With cloud-based deployment, COLLADA-compatible graphics and an executive team with a strong track record of successful game development, I'm convinced Avatar Reality has the best strategy for launching the next generation of immersive, user-created virtual worlds,” says Au. “I'm excited to help Blue Mars grow, and write about all the creative and interesting users who are already making it a growing, thriving online community.”



Avatar Reality, Inc.

55 Merchant Street, Ste 1700, Honolulu, HI 96813
Telephone: (808) 954-6150 Fax: (808) 954-6149

Au will be joined by a popular virtual style and fashion columnist Janine "Iris Ophelia" Hawkins (http://nwn.blogs.com/nwn/iris_ophelias_gaze/), who will cover the emerging fashion scene of Blue Mars. "Fashion is an under-appreciated killer app for 3D virtual worlds," says Au, "And Iris can showcase why Blue Mars is an ideal place for fashionistas to create and share their styles."

New World Notes (<http://nwn.blogs.com/>), Au's popular blog about Second Life, OpenSim, and Blue Mars, will continue, offering metaverse fans regular news and views on numerous virtual worlds and next generation gaming. "I am not 'giving up' on Second Life," notes Au. "However, I believe we need to grow the market for user-generated worlds, and just as important, launch a new world where game developers, virtual fashion designers, and other great 3D content creators can safely and easily sell their work. That's what Blue Mars offers."

About Blue Mars and Avatar Reality Inc.

Developed by Avatar Reality, Blue Mars is a premium 3D social gaming platform featuring unparalleled interaction, fidelity, scalability, security and connectivity. Blue Mars enables artists, game, and application developers to create and distribute amazing 3D games and applications for a global audience, and users enjoy the immersive environment and features not found in other worlds. 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. Led by CEO Jim Sink, the Avatar Reality team features industry veterans and world-class experts in casual, PC and console games, and virtual worlds and economies. Privately held, Avatar Reality is based in Honolulu and San Francisco. For more information, visit <http://www.bluemarsonline.com/>.



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About Wagner James Au

In addition to his writing about the metaverse, Au is a virtual goods analyst for Social Times Pro (<http://www.mediabistro.com/socialtimes-pro>), was recently a writer/designer for the massively social game company ohai, and a virtual worlds analyst for GigaOM Pro (<http://pro.gigaom.com/members/au/profile>). He's also written for Wired Magazine and Salon, and has been frequently interviewed on these topics on the NPR, the BBC, the New York Times, and the Discovery Channel's "History of the Videogame", and has spoken at SXSW, O'Reilly's Web 2.0, and the Virtual Worlds Conference.

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