

**For Immediate Release
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Avatar Reality Collaborates with e frontier to Add Realistic Home Models to Upcoming MMVW Blue Mars

Shade 10, Shade Home Design Software Provides Opportunity for Blue Mars Users to Experiment with High-quality Architectural Environments and Design

SAN FRANCISCO (from GDC 2008) – Feb. 20, 2008 – Avatar Reality Inc., a development entity dedicated to the advancement of online community building, today announced collaboration with e frontier Inc. to utilize their Shade 10 and Shade Home Design software to bring a variety of architecture home designs into Blue Mars, a new massively multiplayer virtual world (MMVW) launching at the end of 2008.

Set in Terraformed Mars, Blue Mars players will live out their celestial fantasies through personalized avatars. Using Shade 10 and Shade Home Design, players will easily create realistic home models and have access to a vast library of highly detailed 3D objects such as furniture, musical instruments, cars and buildings. Blue Mars occupants will have the opportunity to virtually design and inhabit their homes with these objects before actually purchasing the property.

“Our goal is to deliver a highly entertaining, imaginative and cost effective experience for our Blue Mars users,” said Kazuyuki Hashimoto, president of Avatar Reality. “We will offer the enjoyment of being able to experiment with a living environment and socializing with friends and family in a chosen dream home. This experience alone sets Blue Mars a world apart from all the other MMVWs.”

“With rich environments and innovative game playing experiences, we feel certain that Blue Mars is poised to be the most played and talked about MMVW game for years to come,” said Kenichi Ando, president & CEO, e frontier Inc. “With over 200,000 users worldwide, e frontier’s Shade has been used for projects in architectural and interior design, product design and prototyping, character design and rendering as well as animations. We can’t wait to see how all our content plays out in Blue Mars.”

Blue Mars will launch in beta version at the end of 2008. Images supporting the Avatar Reality and e frontier collaboration may be obtained by visiting:

www.avatar-reality.com/press_e/

User ID: arpress

Password: bluemars

About Avatar Reality Inc.

Founded in December of 2006, Avatar Reality Inc. is developing a new massively multiplayer virtual world (MMVW) featuring stunning graphics, realistic characters and endless social bonding opportunities. The Honolulu-based company consists of multiple well-known and award-winning game developers including Henk Rogers, founder of Blue Planet Software, Blue Lava Wireless and The Tetris Company, and Kazuyuki Hashimoto, former vice president of technology, New Platforms at Electronic Arts (EA) and chief technical officer of Square USA.

For more information about Avatar Reality, please visit www.avatar-reality.com.

About e frontier Inc.

e frontier Inc. creates leading 2D and 3D character animation packages that deliver professional quality results. e frontier products, including Poser, Shade, Manga Studio and Anime Studio, enable customers across the globe to better connect through designing, creating and sharing their artistic expressions. The company is headquartered in Tokyo, Japan. For more information, visit www.e-frontier.co.jp.

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For more information, press only:

Liaison Inc. for Avatar Reality, Inc.

Heidi Lowell, 503-796-9822, heidi@liaisonpr.com

Tracy Brawley, 503-796-9822, tracy@liaisonpr.com

Reader Contact:

Avatar Reality Inc.

55 Merchant Street, Ste. 1700

Honolulu, HI 96813

info@avatar-reality.com

www.avatar-reality.com