

**For Immediate Release  
Oct. 16, 2007**

## **Avatar Reality to Preview MMVW Blue Mars at E for ALL**

HONOLULU – Oct. 16, 2007 – Avatar Reality Inc., a new development entity dedicated to the advancement of online community building, today announced that they will debut a sneak preview of their new massively multiplayer virtual world (MMVW) called Blue Mars at the E for ALL Expo, booth 2323, Oct. 18-21, 2007 in Los Angeles.

Blue Mars, which will launch in beta version late 2008, is set in Terraformed Mars and will allow players to live their fantasies through personalized avatars. The MMVW will boast breathtaking graphics through the utilization of CryTek's game middleware, CryENGINE™2, and aims toward high-end machines with Quad Core CPU and GeForce 8800 or equivalent.

To view the sneak preview of Blue Mars during E for ALL, please visit booth number 2323. Images of Blue Mars may be obtained by visiting:

<http://www.avatar-reality.com/press/>

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), called Blue Mars, 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](http://www.avatar-reality.com).

###

- more -

**For more information, press only:**

Liaison Inc.

Heidi Lowell, 503-796-9822, [heidi@liaisonpr.com](mailto:heidi@liaisonpr.com)

Tracy Brawley, 503-796-9822, [tracy@liaisonpr.com](mailto:tracy@liaisonpr.com)

**Reader Contact:**

Avatar Reality Inc.

55 Merchant Street, Ste. 1700

Honolulu, HI 96813

[info@avatar-reality.com](mailto:info@avatar-reality.com)

[www.avatar-reality.com](http://www.avatar-reality.com)