

**For Immediate Release  
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**Avatar Reality, Inc. to Develop New Mars-based MMVW**  
*Legendary Gaming Geniuses Unite to Form Avatar Reality; Announce A New Virtual World*

HONOLULU – March 5, 2007 – Looking for a new online community with a fresh backdrop and bright perspective to help develop your alter ego? Avatar Reality, Inc., a new development entity dedicated to the advancement of virtual community building, today announced their plans to develop a new online massively multiplayer virtual world (MMVW) featuring stunning graphics, realistic characters and endless social bonding opportunities. Set in Terraformed Mars, Avatar Reality's MMVW will allow players to live their fantasy lives by creating personalized characters, or avatars.

“Our goal is to create an online virtual world that will feature the highest-level of fun, imagination, romanticism and creative freedom,” said Avatar Reality, Inc. Mastermind Henk Rogers. “A highly talented team of celebrated game and movie developers has come together to share their knowledge in creating an online world that will quickly become ‘the’ place to meet your friends.”

Honolulu-based Avatar Reality consists of multiple well-known and award-winning game developers including Rogers, founder of Blue Planet Software, Blue Lava Wireless and The Tetris Company and Kazuyuki Hashimoto, former vice president of technology at Electronic Arts (EA) and chief technical officer of Square USA. Prominent members of Avatar Reality's advisory board also include: Minoru Arakawa, former president of Nintendo America and Alexey Pajitnov, creator of Tetris.

Further details regarding Avatar Reality's upcoming virtual world will be announced shortly. For more information about Avatar Reality, please visit [www.avatar-reality.com](http://www.avatar-reality.com).

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