

For Immediate Release
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Avatar Reality Signs Agreement with StreamBase Systems
CEP Technology to Aid in Building of Massively Multiplayer Virtual World, Blue Mars

HONOLULU – Oct. 17, 2007 – Avatar Reality, Inc., a development entity dedicated to the advancement of online community building, today announced that they have selected StreamBase Systems' Complex Event Processing (CEP) technology as a key infrastructural component for the building of Blue Mars, a new massively multiplayer virtual world (MMVW). The StreamBase engine will allow Avatar Reality to build server applications such as behavior analysis and data-driven intelligent systems for Blue Mars.

“StreamBase offers a very powerful and flexible technology that will benefit us greatly,” said Kazuyuki Hashimoto, president of Avatar Reality, Inc. “A prototype application built in just one week demonstrated processing rates of one million events per second, giving us confidence that StreamBase CEP will become a critical infrastructure for Blue Mars.”

“StreamBase is excited to work with Avatar Reality's team of recognized game developers to deliver new levels of interactive user experience,” said John Partridge, StreamBase vice president of Market Solutions. “Avatar Reality's use of StreamBase exemplifies the rapid development and industry-leading performance that makes StreamBase the real-time event processing platform of choice in a variety of industries, from virtual worlds and gaming to mission-critical capital markets.”

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 high-end 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.

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 StreamBase Systems, Inc.

StreamBase Systems, Inc, the leader in high-performance Complex Event Processing (CEP), provides software for rapidly building systems that analyze and act on real-time streaming data and make instantaneous decisions. StreamBase's Event Processing Platform™ combines a rapid application development environment, a low-latency high-throughput event server, and the broadest connectivity to real-time and historical data. Leading investment banks, government agencies, e-Businesses, virtual worlds and telecommunication network providers rely on StreamBase to power mission-critical applications that increase revenue, lower costs, and reduce risk. The company is headquartered in Lexington, Massachusetts.

For more information, visit www.streambase.com.

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For more information, press only:

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