

## Metaversum Signs Strategic Partnership with Browser Games Specialists Bigpoint

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Agency: **The Pacific West Communications**

Metaversum GmbH is launching a cooperation with browser games specialists Bigpoint. The first virtual Bigpoint presence will be opening in the online world Twinity on 2 February 2009, with plenty on offer for all Twinity members.

Berlin/Singapore, 1 December 2008 – Metaversum from Berlin, developer and operator of the 3D online world Twinity, today announced that a comprehensive strategic partnership has been signed with browser games specialists Bigpoint ([www.bigpoint.com](http://www.bigpoint.com)). The collaboration will focus on building and marketing a virtual 3D presence for Bigpoint in Twinity. This will give Twinity members a new meeting place in virtual Berlin in which to find out more about the latest browser games from Bigpoint and take part in exclusive competitions and events. The Bigpoint presence is set to become an ideal venue for all gaming fans who want to keep up to speed with all the latest developments in the world of browser games.

For the very first time, browser games fans will be able to meet up with each other in Twinity, swap views about the latest games, or discuss new gaming strategies. They will even be able to meet up and game together in Twinity, which will boost excitement levels enormously.

Posters and other special advertising measures will be implemented at selected locations in virtual Berlin to generate awareness for the Bigpoint presence. And the official Bigpoint website will naturally also be advertising the company's new virtual presence in Twinity.

"We love the concept behind the online world Twinity. Our virtual presence will put us in touch with a whole new target group in Twinity to introduce to our browser games. We greatly look forward to this cooperation", commented Heiko Hubertz, CEO of Bigpoint GmbH.

"We have gained another top-class partner for our virtual world Twinity in the form of Bigpoint. This cooperation will enable us to add another facet to the strong spectrum of entertainment we already offer in Twinity", added Dr. Mirko Caspar, CMO of Metaversum GmbH.

More detailed information on the exact scope of the cooperation will be announced to coincide with the launch of the Bigpoint virtual presence.

The virtual world Twinity is currently in public Beta. Register for free membership at [www.twinity.com](http://www.twinity.com) and begin exploring the world today.

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### Information on Bigpoint:

The Hamburg-based company Bigpoint GmbH, Europe's leading provider in the area of online multiplayer games (MMOGs), develops and hosts browser-based games and has pledged itself to a special mission: to develop multiplayer online games at a level of quality which until now was only available with CDs or consoles. Bigpoint generates its turnover through the sale of virtual goods for their individual games as well as through online advertising. The current portfolio of 26 browser games has been bundled on the game portal [www.bigpoint.com](http://www.bigpoint.com) since December 2006, and is now available in 20 languages. With more than 40 million registrations and 150,000 new registrations daily, [www.bigpoint.com](http://www.bigpoint.com) is the largest portal nationally and internationally. The company, which was founded in 2002, currently has nearly 200 employees. In addition to the

headquarters in Hamburg, they also have a subsidiary in New York. In June 2008, GMT and Peacock Equity, NBC Universal's capital fund, bought a majority share of Bigpoint.

After winning the OnlineStar 2007 award for the favorite website and the Red Herring 100 Europe 2007, with which the US magazine Red Herring recognizes the 100 best private technology companies, Bigpoint was honored with 2nd place in 2007 by the Deloitte Technology Fast 50 Award.

With a growth rate of 4,500% in the last four years, the Hamburg-based company also placed in the top 20 for the Deloitte Technology Fast 500 EMEA in the EMEA Region (Europe, Middle East and Africa). Company founder Heiko Hubertz also won 2nd place as Internet Businessman of the Year 2007. Further information can be found at [www.bigpoint.com](http://www.bigpoint.com).

Information on Metaversum and Twinity:

Metaversum develops and operates the 3D online world Twinity. Twinity's vision is to link the real with the virtual world by building realistic replicas of the world's most vibrant cities in 3D. Berlin was the first city to launch with other international cities to follow soon. Twinity members can create a personal avatar, explore the virtual city, move into a 3D home, chat with friends, work, get creative, or just have fun together.

Twinity also offers businesses new ways of engaging with real people in real cities. Through virtual shops and branded presences, inworld ad campaigns, product placements, and sponsored events, Twinity lets you enter into a direct, emotional, digital dialog with your target group. Twinity is currently in public Beta. Founded in July 2006 and financed by leading venture capital firms, Metaversum has offices in Berlin, Kiev, and Singapore. More info at [www.metaversum.com](http://www.metaversum.com) and [www.twinity.com](http://www.twinity.com).

[You can find this press release here](#)