

FOR IMMEDIATE RELEASE

CineStar Opens Virtual Cinema in Online World Twinity

Metaversum GmbH, developer and operator of the 3D online world Twinity, today announced the opening of Berlin's CUBIX as the world's first cinema in the 3D world Twinity.

Berlin, 21 August 2008 – Metaversum GmbH today announced that Germany's largest cinema operator, the CineStar group, is opening its first virtual cinema in the 3D online world Twinity. Movie fans from all over the world will be able to visit the virtual version of CineStar CUBIX at Alexanderplatz in virtual Berlin, just in time for the red carpet promotion surrounding *The Dark Knight*.

Twinity, developed and operated by Metaversum GmbH, is making international metropolises virtual. A scale replica of Berlin will shortly be opening as the first virtual city in the public beta phase of Twinity. The CUBIX will officially open today and give a sneak peek at the close link between reality and its virtual counterpart in Twinity.

CineStar and its partner Warner Bros. Entertainment are presenting extensive *The Dark Knight* bonus material, a merchandising shop, and an event hall for *The Dark Knight* parties in the virtual CUBIX at www.twinity.com/en/cinestar. There will also be a *The Dark Knight* competition, the latest movie trailers, flash games based on current movies, and highlights from this year's Bitfilm festival. The CineStar presence was designed and created by Force Sunrise, a full-service agency for virtual worlds and 3D web projects.

"The cooperation with CineStar and Warner Bros. perfectly mirrors our vision for Twinity. Attractive entertainment content that can be shared with like-minded people in Twinity gives the real cinema experience a whole new dimension. Visiting the virtual CUBIX becomes an exciting event for all Batman fans," commented Mirko Caspar, CMO of Metaversum GmbH.

"We were immediately impressed by the idea of a virtual platform that promotes factors such as social interaction and shared experience that are so crucial to the cinema experience," concluded Stephan Lehmann, Managing Director Marketing & Merchandise at CineStar. In this case, the

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institution of the cinema benefits from the changing behavior of younger target groups due to their increasing use of the internet. "Twinity gives us completely new ways of addressing specific target groups; the convergence we frequently endeavor to realize is taken to a whole new dimension here," continued Lehmann.

Information on Metaversum and Twinity:

Metaversum develops and operates the 3D online world Twinity. Twinity links the real with the virtual world based on realistic replicas of the world's most vibrant metropolises in 3D. Twinity members can experience virtual cities first hand, engage with real people in real cities, create personal avatars, design and live in 3D homes, communicate with friends, work or just have fun together. Twinity adds an extra dimension to real life and real cities, expanding and enriching it with all the possibilities of a virtual world. Twinity is currently in its private beta phase. Founded in July 2006 and financed by leading venture capital firms, Metaversum has offices in Berlin and Kiev. For more information, see www.metaversum.com and www.twinity.com.

Information on Force Sunrise:

FORCE SUNRISE is a full-service agency for virtual worlds and web 3D. The range of services offered by FORCE SUNRISE comprises consulting, strategy development, conception, design, realization, and operation of corporate identities in virtual worlds and web 3D. FORCE SUNRISE is an authorized partner of Twinity.

Information on CineStar:

The CineStar group originally evolved from Kieft & Kieft Filmtheater GmbH and opened its first multiplex cinema in 1993. Only five years later, the company lead by Marlis and Heiner Kieft with headquarters in Lübeck, Germany, embarked on a joint venture with Australian market leader GREATER UNION and thus moved from being a family-owned company to Germany's leading operator of movie theatres. Since 2004, CineStar has been an independent subsidiary within Australian Amalgamated Holdings Limited (AHL), operating under the name of Greater Union Filmpalast GmbH. Today the company runs 84 cinemas, including multiplexes, traditional movie theatres, and art house cinemas, employing a staff of around 3,600. CineStar is market leader in Germany in terms of both its number of locations, cinema screens, seats, and visitors.

A digital press kit with logos and screenshots can be downloaded here:

http://partner.indigopearl.de/Metaversum_Press_Kit.zip

(this link is for editorial department use only)

Do you have any questions or require any additional material?

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