

FOR IMMEDIATE RELEASE

Twinity Enters into Comprehensive Media Partnership with zitty Berlin: Kick-off with Live Broadcasts in Virtual Berlin



The 3D online world Twinity will be cooperating with zitty, the popular listings guide for the German capital. The cooperation will kick off with a new event series, the monthly zitty Readers Lounge, which will be broadcast live in virtual Berlin so Twinity members can take an active part in the live literary debate. The first author to be reading excerpts from her book will be Mia Ming.

Berlin, 25 November 2008 – Metaversum, developer and operator of the 3D online world Twinity, today announced a cooperation between Twinity and Berlin's city listings guide, zitty. The strategic partnership includes opening the first interactive 3D zitty editorial office and a monthly live broadcast of zitty's popular Readers Lounge in the virtual editorial office, as well as interactive zitty info points dotted around virtual Berlin.

Until now, only a limited number of people were able to go along to the zitty Readers Lounge in Berlin. Now Twinity members from Germany and the whole world will be able to experience the zitty Readers Lounge live in Twinity. Twinity members can thus play just as active a role in these events as visitors to the real life event.

The next zitty Readers Lounge will be held on Thursday, 27 November 2008 at 8pm. Mia Ming will be presenting her new book 'Bad Sex 2' at the kantine@berghain in real Berlin. Her book is a collection of 33 stories from different men about their amusing, embarrassing, and often absurd sexual experiences and does away with many common misconceptions and prejudices. The book reading will be broadcast live in the virtual zitty editorial office at Hackescher Markt in virtual Berlin.

The cooperation also includes numerous information pillars, posters, and container advertising in virtual Berlin, which provide information about upcoming events in the city and show content from the current edition of the zitty magazine. Moreover, all events that are held in Twinity will also be listed in the event calendar on zitty.de.

Twinity members can find a whole lot more to discover in the virtual zitty 3D presence. The latest zitty news will be shown via web browser and print articles from the magazine will be published each month. Twinity members can also contact one

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of the many virtual zitty reporters in Twinity and take part in regular exciting events in Twinity. A special shop will also offer zitty merchandising for sale.

"Hosting the zitty Readers Lounge in virtual Berlin and thereby enabling people to play just as active a role as visitors to the real event is an incredibly exciting project for us. This will help us bring our entertainment program to an even wider audience and make it possible for people from all around the world to take part in this event," commented Matthias Kalle, zitty Editor-in-Chief.

"The cooperation with zitty means we can offer our Twinity members one of the largest listings guides for the German capital. This builds an information bridge between real and virtual Berlin in terms of entertainment, culture, and city listings. We particularly look forward to the first live interactive broadcast from the real Readers Lounge in virtual Berlin," added Dr. Mirko Caspar, CMO of Metaversum GmbH.

The virtual world Twinity is currently in public Beta. Register for free membership at www.twinity.com and begin exploring the world today.

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)

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 and www.twinity.com.

Do you have any questions or require additional material?

Your personal contact partner will be happy to assist you:

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