

Crossing the digital divide:

Global alliance to create branded content for virtual worlds

Rivers Run Red Ltd. and **ANSHECHUNG Studios Ltd.** today announced a strategic alliance in the emerging virtual world content creation market.

This agreement will see both parties developing large scale builds, in particular bridging the divide between real world strategic marketing solutions and the logistical deployment of virtual world branded content solutions for the B2B/C sector.

Although both companies will remain independent, they have agreed to give each other 'first look' option on future deals and development contracts.

"This makes huge sense, we are currently developing social persistent virtual world solutions for our clients, some of these projects will see the rapid deployment of content and environments for between 20,000 to 100,000 users.

ANSHECHUNG Studios Ltd. has created the perfect team of in-world deployment specialist; they have proven experience in handling our future logistics needs. We match each other perfectly, Rivers Run Red Ltd. bring virtual world expertise, with a proven track record of real world marketing and design experience for the entertainment sector and beyond. We are now the world's foremost team in the development of virtual world content solutions" said Justin Bovington CEO of Rivers Run Red Ltd.

He went on to say *"Although we see Second Life® as the best platform for the development of virtual world branded content creation. We are also developing cross platform solutions – mobile to web and beyond. This agreement will be the first of many in the coming months, as we seek to expand our operations into the emerging social networking market."*

Anshe Chung was quoted as saying *"Working with Rivers Run Red Ltd. allows us to directly connect our virtual world development and support capacities with a B2B customer base. We have a team that will enable clients to move seamlessly from brand design, strategic deployment and on-site project consulting. Leading to a sustainable and measurable presence within a virtual world.*

As global leader in the market of virtual real estate, we have developed thousands of acres of virtual space in dozens of themed virtual continents. It's the logical step forward, to make our experience and unique talent pool available to the professional sector.

With more than 12,000 clients, we have developed a highly efficient and scalable solution and support structures. Rivers Run Red Ltd. is a logical choice as a partner, since, with a successful track record of consultancy and existing real world network they perfectly compliment our own capacities.

A vision that we share with Rivers Run Red Ltd. is that of a global immersive collaborative space where design, consumers and production environments integrate directly. We are excited to see large enterprises beginning to position themselves for these new opportunities and are prepared to help them expand into virtual worlds. In particular, we are keen to see the expansion of specialists groups. In particular companies and communities who require their own 'total solution'."

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Rivers Run Red Ltd. are rapidly becoming one of Europe's most sought after innovation design companies their clients include: adidas, Disney, Buena Vista International, Carat International, plus many more. Recent film projects have included: The Hitchhikers Guide to the Galaxy, Pirates of the Caribbean 2/3, The Chronicles of Narnia and Pixar Cars.

Rivers Run Red Ltd. have been present in Second Life® for three years, in that time they have developed multiple projects and utilised Second Life® as a valuable content and design tool.

Highlights include the design and implementation of a full range of own brand products and services as well as the development and creation of the in world region, avalon. They have also worked with one of the UK's top fashion labels, Mrs Jones, reproducing her Spring/Summer collection and simultaneously launching it within a virtual world. They continue to break new ground, experimenting with brands and ideas.

This coming year, will see the avalon.virtual world film festival, a world music festival and the launch of two new brands within Second Life. Current virtual world clients include: adidas, Disney, Playahead.com and the BBC.

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ANSHECHUNG Studios Ltd. may currently be the world's largest and economically most successful virtual world business. Employing development and support teams on three continents, its most recent milestone has been the opening of a development and support centre in China with a current staff of 15 and projected staff of 50 by the end of 2006. This investment has been fully financed by revenue generated in online worlds.

Major developments in Second Life® include highly popular continents such as Islandia and Dreamland, the Plush commercial centre as well as numerous themed and lifestyle communities. ANSHECHUNG Studios Ltd. also runs major financial and virtual real estate service operations. In addition it holds major stakes in other virtual enterprises such as Cyberland and SLExchange, the largest Web based trading service for Second Life® content.

The two year old success story of the company received major media attention and has been widely featured by publications such as Fortune Magazine, Business 2.0 and Business Week.

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