

FOR IMMEDIATE RELEASE

## be Berlin Opens Citystore in Virtual and Real Berlin Concurrently

The 3D online world Twinity is a meeting place where Berlin fans from all around the world can come together and become ambassadors for one of the world's best-loved cities: Berlin.

**Berlin, 29 May 2009** – From 29 May, fans of Berlin will have a new locality as part of a cooperation between Metaversum and the be Berlin city advertising campaign. The virtual be Berlin citystore is a place to get together with other Berlin fans, join in on the debate, and find new friends from all around the world. A broad spectrum of Berlin events will be on offer, from exhibitions to round table discussions. Visitors, tourists, and Berlin residents will also find some great gift ideas with a Berlin flair. Twinity will be celebrating the opening of the be Berlin citystore with all Twinity members at 6pm (CET) on 29 May in the Rochstraße in virtual Berlin.

"The cooperation with Metaversum gives us the chance to expand our be Berlin campaign into virtual Berlin and thereby communicate our message to an international community. For us, the Twinity platform is an important communication channel through which to spread our message," commented Michael Sodar, be Berlin campaign manager with Berlin Partner GmbH.

Dr. Mirko Caspar, CMO of Metaversum GmbH, added, "Our virtual Berlin conveys a positive image of the capital in the same way as the be Berlin campaign. And just as the citystore offers every visitor a space for communication and interaction as part of a creative community, Twinity is the ideal platform for users from all over the world, who wish to help style virtual Berlin with creative messages and special events."

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

The Berlin Senate launched the be Berlin city advertising campaign in the spring of 2008. The campaign's goal is to strengthen Berlin's positive image and to showcase the city on a national and international level – as a great place to live and do business, as well as an exciting tourist destination for the many tourists that flock to Berlin each year. The result was an unadorned and honest portrait of the city and its residents. You can find out more at <http://www.be.berlin.de>.



**Opening party of be Berlin citystore in virtual Berlin:**  
29 May 2009, 6pm (CET)

**Citystore in real and virtual Berlin:**  
Rochstraße 15  
10178 Berlin-Mitte  
<http://www.be.berlin.de>

**Information on Twinity:**  
[www.twinity.com](http://www.twinity.com)

**Digital press kit:**  
[http://press.twinity.com/press\\_kit/](http://press.twinity.com/press_kit/)

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**Information about Metaversum and Twinity:**

Metaversum develops and operates the **3D online world Twinity**. The vision behind Twinity is to forge a close connection between the real and the virtual world. Twinity is building realistic replicas of the world's most vibrant cities in 3D, starting with Berlin, with Singapore, London, and other cities set to follow soon. Twinity members can create a personal avatar, explore real cities virtually, 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 virtual cities. Through virtual shops and branded presences, in-world ad campaigns, product placements, and sponsored events, Twinity lets you enter into a direct and 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 information can be found at [www.metaversum.com](http://www.metaversum.com) and [www.twinity.com](http://www.twinity.com).

**Download the digital press kit with logos and screenshots here:**

[http://press.twinity.com/press\\_kit/](http://press.twinity.com/press_kit/)

(This link is for internal editorial department use only)

**Do you have any questions or require additional material?**

**Your personal contact partner is happy to assist you:**

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