

Press release for immediate publication

Metaversum and Twinity has been elected a Red Herring 100 Europe Winner 2009

With its 3D online world Twinity, Metaversum is one of the 100 most promising private technology companies in Europe.

Berlin, April 8, 2009 – Red Herring announced that the company Metaversum has been elected a Red Herring 100 Europe Winner for its 3D online world Twinity. This award is given annually to the top 100 private technology enterprises headquartered in Europe, the Middle East, or Africa.

"We feel honored to receive the Red Herring 100 Europe award. This clearly confirms our vision of a 3D world based on real cities, allowing real people to interact and communicate with each other." says Metaversum CEO Jochen Hummel. "Twinity is coming alive through our partners, including Cinestar, Berlin.de, Zitty, Be.Berlin, Bigpoint, Sony Pictures, the city of Singapore, and many others. Together with our users, they are filling our vision of a real 3D world with life."

This nomination as one of the top 100 ground-breaking technology companies proves that, with its innovative concept of real 3D cities inhabited by a real 3D community, Metaversum offers a trend-setting contribution towards the three-dimensional web: Twinity's realistic 3D replicas of international metropolises enable internet user from all over the world to communicate and interact with each other in a whole new way. It's a place for real people to share experiences online in a familiar environment.

Red Herring's list of top private businesses is an important guide to identifying new and innovative technology companies. In their early years, enterprises such as Google, eBay, and Skype were recognized by Red Herring editors as significant concepts, likely to alter the way we live and work.

To pick the winners, Red Herring's editorial staff evaluated several hundred enterprises according to strict standards, including thorough analysis of financial data and subjective criteria such as management quality, implementation of strategies, and effort in the area of research and development.

The virtual world of Twinity is currently in the open Beta phase. At www.twinity.com, you can register for free and explore the 3D world.



Registration and information about Twinity:
www.twinity.com

Digital press kit:
<http://press.twinity.com>

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About Red Herring:

Red Herring is a global media enterprise that provides a network for the world's foremost developers, investors and economic decision makers through various platforms: a market-leading magazine presenting new developments, daily online news from the hi-tech sector, newsletters, and major events for executive managers from all over the world. Red Herring offers insider knowledge regarding the global innovation economy, with a unique outlook on up-and-coming technologies. For further information, please visit www.redherring.com.

About Metaversum and Twinity:

Metaversum develops and operates the **3D online world of Twinity**, pursuing the vision of closely connecting the real world with the virtual one. The most exciting metropolises of our planet, starting with Berlin, are being replicated to scale and made virtually accessible. Other cities will follow soon. With their personal avatar, Twinity members get to virtually explore real cities, move into their own 3D homes, communicate, work, and get creative with friends, or simply have fun!

Twinity offers enterprises innovative opportunities for market presence in virtual real cities with genuine people. Direct and emotional digital dialog with target groups will be possible through virtual shops, real 3D representation, in-world advertising campaigns, or product placement at virtual events. Twinity is currently in the open Beta phase. Metaversum, founded in July 2006, and financed by leading VCs, has offices in Berlin, Kiev, and Singapore. For more information, please visit www.metaversum.com and www.twinity.com.

For a digital press kit with logos and screenshots, please visit:

http://press.twinity.com/press_kit/

(Please use this link only within your editorial department)