



Press Release

'Empire of Sports' to be revealed to public at Leipzig Games Convention (August 23-26, 2007)

Visitors will be able to play the world's first massively multi-player online role-playing game built entirely around sports at booth D02 in Halle 4.

Zug, Switzerland, 31 July 2007 - Empire of Sports Ltd. is proud to offer exclusive hands-on access to 'Empire of Sports', the first ever virtual world of sports, to the thousands of gamers and members of the worldwide gaming press who will gather in Leipzig at the end of August 2007.

'Empire of Sports' is the world's first massively multi-player online role-playing game platform (MMORPG) built entirely around sports. It is designed to allow millions of players around the world to simultaneously exist in a persistent online universe, where their avatars socially interact, train, compete and attend events in various sports disciplines to build a virtual sporting existence.

"Leipzig has become one of the most important events in our industry, and we are thrilled to take part and reveal our world to both gamers and press" says Christian Müller, Managing Director of Empire of Sports Ltd. " 'Empire of Sports' is a radically new concept. For this reason, we are really excited about presenting our game to the public at Leipzig. Especially since 'Empire of Sports' is an MMO game, we want to establish a close relationship with gamers. We hope as many visitors as possible will come and tell us everything they feel about our game, in order to help us build a wonderful new sporting world."

Hands on Tennis, Skiing and Training

Guests will be able to visit 'Empire of Sports' persistent environment, interact with NPCs and other gamers, and challenge each other in the various sporting disciplines. They will have a chance to experience some of its fitness and training games, and ultimately play tennis or ski against other visitors. With 'Empire of Sports' innovative game controls, every visitor will be able to play and enjoy a game straight away. "Playing with and against each other is at the very core of the game" continues Christian Müller. "Therefore, we're hosting various competitions and events at the booth throughout the Convention. Our goal is to give players a glimpse of the experience and atmosphere of the game before it's launched."

'Empire of Sports' beta application for visitors

In addition to playing the game and experiencing the 'Empire of Sports' community, visitors can apply for an exclusive beta testing promotion. "Guests at the Leipzig Games Convention will be added to the list of beta tester applicants" confirmed Nic van 't Schip, Head of Community Operations for 'Empire of Sports'. "We need an enthusiastic beta testing community, and we're sure that visitors to the booth will be eager to continue playing 'Empire of Sports' and participate in the beta test."



About Empire of Sports

Building on the unprecedented rise of persistent gaming worlds, Empire of Sports opens up a completely new realm for gamers and online users: the exciting and thrilling world of sports. At the centre of the gamers' attention is their virtual representation in the sports world, the avatar or player character. The player assumes the role of a single player character throughout the entire game, which will result in an up to now unimagined gaming experience, especially in team sports.

Among the high quality multiplayer sports games available at the launch of Empire of Sports will be Basketball, Tennis, Skiing, and a series of fitness and training games. Other major sports will be announced as the platform develops.

About Empire of Sports Ltd.

Empire of Sports Ltd. is the joint venture founded by Infront Sports & Media and F4 to produce and operate the Empire of Sports online gaming platform. Empire of Sports Ltd. is based in Zug, Switzerland. Infront Sports & Media is contributing its deep understanding of sports and its long-term relationships with top sports federations, clubs and athletes to the endeavour, while F4 is developing the platform leveraging the expertise of its team in online gaming and the creation of persistent virtual worlds.

About Infront Sports & Media

Infront Sports & Media (www.infrontsports.com) is based in Zug, Switzerland, and is one of the most experienced international sports marketing companies with an exceptional track record on major events. It is recognised for its innovative marketing skills and the provision of specialist services to sport. The Infront Group is targeting sport at the core of the rapidly diversifying entertainment industry. It has a leading position in football and winter sports and is the Host Broadcaster of the 2010 FIFA World Cup™. Its strategy also includes significant expansion in Asia - especially China. Infront has more than 350 employees across the group, with offices in ten countries.

About F4

F4 (www.f4-group.com) is a European and Asian computer game development company, coming from the best of the engineering and computer game worlds. Currently, more than 100 people are developing Empire of Sports at its headquarters in Paris. F4 specializes at delivering cutting-edge, revolutionary virtual worlds in cooperation with a wide range of partners. The company is owned by a group whose activities range from software engineering to scientific research and development.

Selected Empire of Sports screenshots (available in higher resolution upon request):





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