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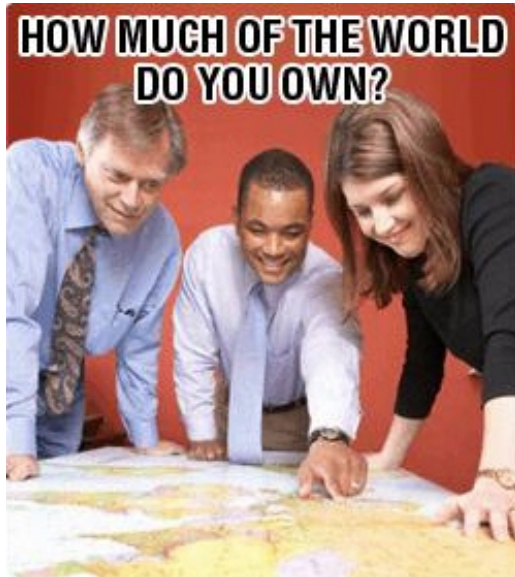
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Hey Dovigi - wanna be mayor of the Michigan Soo?

By Pete Vere
SooToday.com
Wednesday, December 06, 2006



How'd you like to be virtual mayor of Sault Ste. Marie, Michigan?

It will only set you back \$2,990.

The [Michigan Soo](#) is one of many cities available for virtual purchase on [Weblo.com](#), which takes the childhood game Monopoly one step further.

Weblo.com members purchase virtual properties and landmarks throughout the world.

Buy a city and you become virtual mayor of the joint.

You can then add virtual landmarks or assets to your city, which entitles you to collect a portion of any advertising revenues generated by your virtual city or asset.

For example, the virtual mayor of the [Ontario Sault](#) also lays claim to the virtual [Steelback Centre](#), the virtual [United Nations](#) and the [Great Lakes](#).

Our virtual Rowswell seems to be rather well off, also having taken over the [Federal Reserve](#) and the virtual [Smut.com](#).

Weblo's virtual mayor of Wawa, on the other hand, has laid claim to Canada's [motorcycles](#) and the [lottery](#).

Cities and assets can be sold to other Weblo members.

The following corporate news release was issued yesterday by Weblo.com:

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Weblo.com ignites new-generation land rush in virtual world

MONTREAL, CANADA - A worldwide land grab is underway as people rush to purchase states and cities at Weblo.com, a first-of-its-kind virtual duplicate of the world based on real properties, cities, states and Internet domains.

Since its September 26 launch, Weblo.com has sparked a virtual real estate boom.

California sold for \$53,000 U.S., New York State sold for \$18,433 and the Canadian province of Ontario sold for \$16,900.

Major cities and properties around the world have sold and resold.

The virtual mayor of Washington D.C. sold his city for a 300 percent profit.

The virtual Empire State Building, originally purchased for one dollar, recently sold for \$250.

Members flip virtual properties for profit just like in the real world.

"It's like Monopoly on steroids," says Rocky Mirza, CEO and co-founder of Weblo.com.

"Every property, city and state from the real world is for sale at Weblo.com," Mirza says.

"This is social networking with commerce, where members finally get paid for their popularity," he says.

"Before Weblo.com only website founders and shareholders profited."

Members attract traffic to their Weblo.com websites with compelling content including photo galleries, forums, polls and videos.

Members profit from advertising revenue generated from their sites.

City, State and airport owners earn a percentage of all transactions within their territories.

Membership levels

Five levels of membership define user roles, determine discounts on purchases and influence the amount of money one can earn.

Basic memberships are free and include a free Weblo celebrity fan site.

These fan sites can be filled with interesting content about your favorite celebrity, your best friend or even your dog.

Bronze, Silver, Gold and VIP levels range in cost from \$4.95 to \$29.95 per month.

Basic members earn 10 percent of revenues generated by clicks on Weblo.com supplied ads on their pages.

The range increases 10 percent per membership level.

VIP members earn 50 percent of revenues.

Influential investors

Weblo.com is backed by Internet and social networking visionaries including Richard Rosenblatt the co-founder, chairman and CEO of Demand Media and the former chairman of MySpace.com and CEO of parent company InterMix; Fred Harman, the managing partner of Oak Investment; Matt Hill, the chairman and founder of eForce Media; and William Woodward, the managing director and founder of Anthem Venture Partners.

About Weblo.com

Weblo.com is the premiere member-rated social networking website for localized, relevant content about the real world.

Content includes video, audio, images, text and everything in your head.

Members have fun and make money as they create sites, trade assets and rate each other while connecting to family, friends and communities around the world.

Members earn real money via advertising click-through and selling or auctioning assets for a profit.

Headquartered in Montreal, Weblo.com was co-founded by Chief Executive Officer Rocky Mirza.

To learn more about the experience, visit Weblo.com

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