



FOR IMMEDIATE RELEASE

HOW MUCH OF THE WORLD DO YOU OWN?

Protect the Environment - Virtually

Weblo.com Asks Its Members to Join the Fight for Climate Protection

MONTREAL (July 5, 2007) – Weblo.com, the only virtual world that parallels the real world, has joined the battle for climate protection, in the virtual world.

Weblo.com with the Friends of Live Earth and The Alliance For Climate Protection are working together during the lead up to the Live Earth events that are taking place around the globe on 07/07/07 to promote environmentally responsible behavior amongst its members.

Join Weblo to help raise awareness for the environment by registering properties inside the game that represent real world, earth offending companies. Attach these links to the celebrity page for 'Mother Earth' at Weblo. The Weblo Member that raises the most awareness will win real US dollars to spend at Weblo.

Weblo.com is a multi-player online world that has been referred to as "Monopoly on Steroids". It is a parallel Universe where a virtual copy of every real city, state and property is up for sale. Weblo.com has been compared to Second Life but that game is based on the sale of fantasy islands. Weblo is the only virtual world where every real city, state and property is for sale.

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 is a parallel universe that is the only virtual world based on the real world. Virtual replicas of real cities, states, properties, domains and celebrities are owned and managed by members. Members have fun and make money as they create sites, buy and sell assets and rate each other while connecting to family, friends and communities around the world. Members earn real money via hits, internet ads and by 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 Weblo experience, visit www.weblo.com.

Weblo.com is a registered trademark of Weblo.com Inc. Other product or service names mentioned herein may be the trademarks of their respective owners.

#

For More Information, please contact:

Weblo.com

Colin Trethewey: (514) 364-3636 ext. 405; colin.trethewey@weblo.com