



HOW MUCH OF THE WORLD DO YOU OWN?

FOR IMMEDIATE RELEASE

England Gets New Ruler - Midnight Tomorrow

Last Chance to Bid for Virtual England

MONTREAL (July 11th, 2007) – The first country to be sold in the history of virtual worlds will have a new owner Thursday at midnight (12:05am EST July13th to be precise). The new King or Queen will claim England after out-bidding thousands of participants in a month long auction.

The auction winner will earn multiple streams of residual income.

England earns money every time a county, city or property is purchased in England.

The virtual ruler will also earn money from all transactions and ad revenue in England.

England can also be resold for a big profit. Check out **Weblo.com/England** for details.

England is the first country sold at Weblo.com - many states have already sold.

California sold for \$53,000 U.S. in real money. State owners earn money from transactions throughout their entire state. England takes this to the next level with the King earning money from transactions in the entire country.

“The popularity and success of the England auction has opened the door to the possibility of future auctions for other countries. With over 760 international states and provinces already sold our members are now asking us to auction off countries.” said Weblo.com Founder and CEO Rocky Mirza.

Weblo.com is a multi-player online world that has been referred to as "Monopoly on Steroids". Weblo is a parallel Universe where a virtual copy of every real city, state and property is up for sale. Members attract traffic to their Weblo.com websites with compelling content including photo galleries, forums, polls and videos. Members profit from advertising revenue and hits generated from their sites.

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

The virtual mayor of Seattle sold his city for \$2000 after buying it for \$40 from Weblo. Atlanta, Tokyo, Vancouver and many other cities have resold for major profits. Over 9100 cities have sold worldwide. The virtual Empire State Building, originally purchased for one dollar re-sold for \$250. Members flip virtual properties for profit just like in the real world.

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.

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