



HOW MUCH OF THE WORLD DO YOU OWN?

FOR IMMEDIATE RELEASE

Minneapolis Sold for \$400 U.S. Dollars ***Virtual Real Estate Tycoon Builds Empire***

MONTREAL (July 17, 2007) – Minneapolis is the latest city to sell for a big profit as members race to accumulate cities at Weblo.com. The new Mayor of Minneapolis is a virtual real estate mogul who now owns over 890 cities and 20 states. He is happy to talk to reporters about his investments.

Weblo.com is the only parallel universe based on real properties, cities and states. Weblo has sparked a virtual real estate boom. California sold for \$53,000 USD, New York State sold for \$19,354 and now Minneapolis has sold for \$400. 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.

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

The virtual mayor of Seattle sold his city for \$2000 after buying it for \$40 from Weblo. 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.

“It’s like Monopoly on steroids. Every property, city and state from the real world is for sale at Weblo.com,” says Rocky Mirza, CEO and co-founder of Weblo.com. “This is social networking with commerce, where members finally get paid for their popularity. Before Weblo.com only website founders and shareholders profited.”

Members attract traffic to their Weblo websites with compelling content including photo galleries, forums, polls and videos. Members profit from hits and advertising revenue generated from their sites. City and State owners earn a percentage of all transactions within their territories.

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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For More Information, please contact:

Weblo.com

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