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July 7, 2007



'Singapore' sold online for \$207

SINGAPORE may be brimming with millionaires and the entire island worth billions in value, but in the online world, it is worth peanuts - US\$136 (S\$207) to be exact.

That was what American Internet entrepreneur Richard Kirkendall paid for Singapore on virtual world Weblo.com.

Weblo, a Canadian-based website launched last December, is one of the many virtual worlds that have sprung up online in recent years.

Like Second Life and Entropia Universe, users can trade in virtual real estate for real money.

However, its 40,000 users do not mingle in a 3D environment.

Weblo's use of profile pages gives the virtual world the look and feel of a social networking website such as MySpace.

Described by its chief executive Rocky Mirza as 'Monopoly on steroids', Weblo members, who can sign up for free, buy and sell virtual replicas of countries, properties and even celebrities.

Read the full report in The Sunday Times.

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