



FOR IMMEDIATE RELEASE

Lincoln Nebraska Sold for \$800 - Record Profit Sale

Weblo.com Ignites New Generation Land Rush in Virtual World

MONTREAL (Jan.29, 2007) – A worldwide land grab continues 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. The virtual mayor of Lincoln recently sold his city for \$800, a 5000 percent profit (original purchase price \$15.88). Weblo.com has sparked a virtual real estate boom. California sold for \$53,000 USD, New York State sold for \$19,354 and Florida sold for \$18,047 in real money. **To view the social media version of this release, please visit: <http://www.weblo.com/pr1>**

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. 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.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% of revenues generated by clicks on Weblo.com supplied ads on their pages. The range increases 10% per membership level. VIP members earn 50% 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 www.weblo.com.

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