

## **FOR IMMEDIATE RELEASE**

### **VIRTUAL WORLD PLANET CAZMO INTEGRATES ALLPOSTERS.COM CONTENT**

#### ***Licensed Entertainment and Sports Posters Part of Major New Cazmo Release***

**SHELBURNE FALLS, MA – October 1, 2008** – Today Planet Cazmo, <http://www.planetcazmo.com>, a virtual world that hosts a global audience of ‘tweens and teens, announced a major update which includes integration of ad content from AllPosters.com, the world’s largest online retailer of quality wall decor, with over one million items including posters, prints, and specialty items. Planet Cazmo is one of the first virtual worlds to partner with AllPosters.com – a relationship which gives Cazmo players access to thousands of poster images with which to decorate their virtual rooms.

Players of Planet Cazmo will be able to choose from hundreds of posters covering dozens of entertainment and sports categories, including everything from Star Wars to Hannah Montana. While the virtual items in Cazmo cost virtual (fake) dollars, this new affiliate partnership with AllPosters.com will allow players the option to purchase posters in real life through a direct link to the AllPosters.com website. The AllPosters.com integration is the second major content-sharing deal for Planet Cazmo, following the very successful partnership with AOL Kids.

“Our players are loving the range of content AllPosters.com offers. It’s been amazing to see the kids decorate their rooms with content from Marvel Comics, music bands, sports material, and so much more,” said Mike Levine, President and Founder of Planet Cazmo.

In addition to the AllPosters.com content, this new software release includes numerous enhancements and additions for the growing virtual world. Players will now have a larger selection of vehicles with which they can explore Planet Cazmo – scooters, unicycles, and magic carpets among them. Other new activities include the Fitness Center, volleyball and other Beach activities. A new game based on the popular Interscope A&M Records music group, the Clique Girlz, also debuted on the site.

“People of all ages are interested in creating a space that truly reflects their personal interests, and posters are a great way to make a space unique,” said Mark Rupert, Senior Director of Merchandising for AllPosters.com. “We’re excited with how Planet Cazmo has creatively integrated our world-class products into a virtual world, as a great way to introduce people to AllPosters.com’s real-world assortment of over one million items, all at a great value.”

#### **About Planet Cazmo**

Planet Cazmo is a persistent browser-based virtual world that integrates real-world music, YouTube videos, games and entertainment into one easily accessible rendered 3D environment. It connects ‘tweens and teens from around the world and has seen rapid adoption and tremendous enthusiasm from young consumers from more than 150 countries. Its high level of customization gives players the opportunity to create, personalize, and accessorize their virtual characters and homes, play mini games, and go on quests.

#### **About Allposters.com**

**AllPosters.com** is a sub-brand of Art.com Inc., the world’s largest online retailer of wall décor, and a “one-stop-shop” that features more than one million items in a wide range of formats – everything from posters and prints to wall signs, wall murals, calendars, magnets, stand-ups and even T-shirts – all at an incredible value. AllPosters.com features prints that are “ready-to-hang” as well as a wide variety of finishing services to meet every budget, including basic ready-made

frames, custom-framing, wood-mounting, and canvas transfers. AllPosters.com allows customers to shop for wall décor from the convenience of home or office, 24/7, and delivers the final product right to the customer's door, usually within several days.

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