

Bigpoint and Universal Partnerships & Licensing Unwrap Plans to Develop *Universal Monsters* Browser-Based Game

Bigpoint to Capture Authenticity of Legendary Characters Including the Previously Announced *The Mummy Online* Using Unity 3D Platform

San Francisco, CA – March 2, 2011 – Bigpoint Inc., the US-based independent subsidiary of Bigpoint GmbH (www.bigpoint.com), the global market leader in browser-based massively multiplayer online games (MMOG), today announced that the company is creating a new online game based on the iconic *Universal Monsters* through an agreement with Universal Partnerships & Licensing. *Universal Monsters* will become a game along with the previously announced *The Mummy Online* game. Both titles are built from the ground up atop the Unity 3D platform by Bigpoint's San Francisco studio.

"We see tremendous opportunity in translating Hollywood titles into browser-based games. *Battlestar Galactica Online* was our first attempt in working with such significant properties, the games recent launch has already surpassed our expectations," said Heiko Hubertz, CEO and Founder of Bigpoint. "We're excited to begin these new projects in San Francisco inspired by great films that bring a built-in appeal from legions of fans around the world."

"With full 3D, increasingly sophisticated design, and easy access for the end user, browser-based MMOG's continue to emerge as an exciting gaming segment," said Bill Kispert, Vice President and General Manager, Digital Platforms, Universal Partnerships & Licensing. "We look forward to partnering again with Bigpoint to bring some of our most iconic characters and universes to life in this space."

Universal Monsters, based on Universal's legendary gallery of monsters, will enable fans to experience the world through characters such as Frankenstein's Monster and Dracula as they exact their horrifying revenge. Based on one of the highest grossing film franchises of all time, *The Mummy Online* will center on the trilogy's second installment, *The Mummy Returns*, and allow players to experience adventures in 1930's Egypt.

Bigpoint's San Francisco-based team aspires to capture the integrity of each property and include some of the early film techniques used in bringing the original monster characters to the silver screen. *The Mummy Online* will recreate the style and intricate detail found onscreen in *The Mummy* franchise. In developing these titles as browser-based games, both projects will be artistically unique and offer distinct gameplay. Universal Pictures granted Bigpoint access to its vast image library to assist in the creative development of these projects. Early production began on both games in February.

About *The Mummy Online* Game

With treasure and fortune at stake, this quest is a battle worth fighting. *The Mummy Online* will be a 3rd-person isometric action-adventure MMOG where players can experience fun, cooperative, and fast-paced gameplay. Following the events portrayed in *The Mummy Returns*, Mummies and Monsters have been released into the lands, Raiders are on the hunt for riches and treasure, Cultists are seeking mastery over dark powers, and the Medjai fight to the bitter end to protect the world from evil.

About The *Universal Monsters* Game

The *Universal Monsters* will be a 3rd-person, multiplayer action RPG that weaves together the lore of all of the classic *Universal Monsters* into a single, cohesive game world rife with themes from the classic films. Frankenstein's Monster, Dracula, The Wolf Man and many others come together to wreak havoc among unsuspecting villagers and townsfolk. With the ability to personalize their fighting style, players will experience the monsters' journey as they travel to iconic locations and defeat hordes of angry mobs. Players will assemble their crew and join in the harrowing adventures of doom and horror!

About Bigpoint

Bigpoint (www.bigpoint.com) is an online-game publisher, content provider for large media concerns and browser-based game developer. Bigpoint-developed games are played by over 175 million people in more than 25 languages, are free to play anytime, anywhere, and require no download or installation. The company's portfolio includes games in a quality which until now was associated exclusively with console games or PC-installed games. More than 700 employees from over 35 different nations work at the company headquarters in Hamburg, Germany or at other locations in Berlin, San Francisco, and Malta. For more information please visit www.bigpoint.net.

About *The Mummy* Film Franchise

Deep in the Egyptian desert, a handful of people searching for a long-lost treasure have just unearthed a 3,000 year old legacy of terror. Combining the thrills of a rousing adventure with the suspense of the legendary 1932 horror classic, *The Mummy* is a true nonstop action epic, filled with dazzling visual effects, top-notch talent and superb storytelling. The phenomenally popular trilogy of films grossed over \$1.2 billion in theaters worldwide and expanded into theme park rides, animated series, spin-offs.

About the *Universal Monsters*

Starting more than 80 years ago, Universal Pictures created some of the most iconic characters in cinematic history. These monsters introduced visions of terror that created indelible impressions, and their legacy continues to haunt our collective nightmares. Beginning in 1923 with *The Hunchback of Notre Dame* and continuing with the horror classics *The Phantom of The Opera*, *Dracula*, *Frankenstein*, *The Invisible Man*, *The Mummy*, *The Bride of Frankenstein*, *The Wolf Man*, *The Creature from the Black Lagoon* and *Van Helsing*, the *Universal Monsters* have stood the test of time, appealing to countless generations and living on in popular culture today.

About Universal Partnerships & Licensing

UP&L oversees Universal's consumer product licensing, film and home entertainment promotions, and all corporate alliances for Universal's theatrical, home entertainment, theme parks and stage productions. This dedicated division is also responsible for monetizing the Studio's vast library of films and characters through licensing, branding and marketing opportunities. UP&L is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-



renowned theme parks. Comcast Corporation owns a controlling 51% interest in NBCUniversal, with GE holding a 49% stake.

Public Relations Contact

Alan Dunton

Public Relations Director, Bigpoint Inc.

415.821.8107

a.dunton@bigpoint.net