

Virtual Greats and Viximo Partner to Deliver Turnkey Virtual Goods Across the Web

While platform operators and site owners of all kinds are well-positioned to take advantage of the exploding virtual goods business, not all have the resources or desire to develop the necessary strategy, technology and content. Virtual Greats, the world's leading virtual goods and sales distribution system, and Viximo, which provides content, analytics, and virtual currency solutions to publishers (social networks, dating sites, gaming sites, etc) and content creators (brands, media, digital artists), today announced a partnership deal providing publishers with turnkey virtual goods solutions, including an unrivalled library of branded entertainment, sports and fashion content.

Los Angeles, CA ([PRWEB](#)) June 23, 2009 -- While platform operators and site owners of all kinds are well-positioned to take advantage of the exploding virtual goods business, not all have the resources or desire to develop the necessary strategy, technology and content. Virtual Greats, the world's leading virtual goods and sales distribution system, and Viximo, which provides content, analytics, and virtual currency solutions to publishers (social networks, dating sites, gaming sites, etc) and content creators (brands, media, digital artists), today announced a partnership deal providing publishers with turnkey virtual goods solutions, including an unrivalled library of branded entertainment, sports and fashion content.

Intellectual property from the Virtual Greats portfolio will be added to Viximo's Content Marketplace, which provides a one-stop shop for access to the best virtual goods content. Virtual Greats content licensed to the marketplace will include goods inspired by global celebrities and brands such as Paris Hilton, Elvis Presley, the National Basketball Association and Rocawear, among many others.

Viximo's Content Marketplace combines rich interactive content from its in-house studio, community of 3,000 digital artists, and relationships like Virtual Greats to help publishers grow their virtual goods revenue. Combined with Viximo's Analytics and Drop In Components, publishers of all sizes can deploy virtual goods with just under a week's work.

"In many cases, it makes far more sense for a publisher to take advantage of Viximo's ready-to-go solutions for virtual goods sales, especially as you move into the long tail of specialized content," said Dan Jansen, CEO, Virtual Greats.

"Virtual Great's unique set of A-list global content will be a great addition to Viximo's already rich content marketplace. Publishers will see their possibilities for virtual goods sale multiply as the quality and breadth of their content expands," said Brian Balfour, Founder and VP Product Marketing, Viximo.

About Virtual Greats LLC:

Virtual Greats connects celebrities, artists, intellectual property owners and brands with a new generation of fans, unlocking value through digital representations of real-world content in online communities. Virtual Greats' unique team of specialists is based in Los Angeles and New York City, helping partners develop new revenues from the complex relationship between content, technology, and virtual goods while reaching out and connecting with young audiences. www.virtualgreats.com

About Viximo:

Viximo provides virtual good solutions to social networking, online dating, and casual gaming sites helping them

drive revenue through rich content, deep analytics, and a robust virtual currency. Viximo has distribution partnerships with social networking sites wadja.com, booksie.com and ibeatyou.com, leading online gaming sites Quibblo and WorldWinner, as well as popular Facebook applications We're Related, Always Athletes, Birthday Calendar and Family Tree. Viximo is a privately held company that was founded in 2007. Viximo is located in Cambridge, MA, and is financially backed by North Bridge Venture Partners and Sigma Partners.

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