



## **Virtual Greats Adds Street Fighter®, Street Fighter® IV to Content Portfolio**

*Virtual goods from blockbuster franchise to be available across online communities*

Los Angeles, CA ([PRWEB](#)) October 19, 2009 -- Virtual Greats, the world's leading virtual goods and sales distribution system, and Capcom® Entertainment, a leading worldwide developer and publisher of video games, announced today that Capcom's blockbuster Street Fighter® and Street Fighter® IV titles will be added to the Virtual Greats content portfolio. Virtual goods inspired by these genre-defining games and associated media will be made available to users in many online contexts, including casual games, mobile applications and social networks. The initial launch platform will be RockYou, developer of RockYou Pets.

Street Fighter is a hugely popular series of fighting games, loosely modeled after a martial arts tournament, in which players from around the world - each with a signature combat move - take on a variety of opponents. The original Street Fighter game was launched in 1987 and influenced a generation of gamers. Virtual goods based on Street Fighter will include karate gi (robes), spiked bracelets, and secret fighting moves unique to Street Fighter, including the classic Hadouken.

Capcom will benefit from the opportunity to monetize its virtual goods via Virtual Greats' expanding portfolio of platform partners, bringing the goods to top online communities with hundreds of millions of users. Given the functions and narrative of the Street Fighter games, Capcom is particularly well-poised to benefit from the emerging popularity of "moves", or animations, as virtual goods.

"The Capcom relationship will bring the first gaming-inspired IP to the Virtual Greats content portfolio," said Dan Jansen, CEO, Virtual Greats. "The Street Fighter franchise, bridging both games and feature films, has a narrative and heritage that make online communities an obvious strategic market."

"Downloadable content is a growing product category across all of Capcom's intellectual property. We are pleased that Virtual Greats is enabling us to expand Capcom's Street Fighter offerings to this enthusiastic online community," said Germaine Gioia, Senior Vice President, Licensing, Capcom.

### About Virtual Greats LLC:

Virtual Greats connects celebrities and 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 San Francisco, helping partners develop new revenues from the complex relationship between content, technology, and virtual goods while reaching out and connecting with young audiences in social networks, casual gaming, virtual worlds and mobile applications. For more information, visit [www.virtualgreats.com](http://www.virtualgreats.com)

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