



Dwight Howard, Kevin Durant, Candace Parker and Virtual Greats Team Up to Provide Virtual Goods to Fans in Online Communities

Goodwin Sports Management (GSM), one of America's premier sports management firms, and Virtual Greats LLC, the world's leading virtual goods sales and distribution system, today announced a multiyear agreement for NBA All-Stars Dwight Howard and Kevin Durant as well as WNBA MVP Candace Parker to each create a signature line of virtual products. Howard, Durant and Parker will also be featured to promote NBA and WNBA licensed products in online communities.

San Francisco, CA ([PRWEB](#)) May 19, 2009 -- Goodwin Sports Management (GSM), one of America's premier sports management firms, and Virtual Greats LLC, the world's leading virtual goods sales and distribution system, today announced a multiyear agreement for NBA All-Stars Dwight Howard and Kevin Durant as well as WNBA MVP Candace Parker to each create a signature line of virtual products. Howard, Durant and Parker will also be featured to promote NBA and WNBA licensed products in online communities such as WeeWorld.

"Sports are a key part of the content portfolio we offer to online social network, gaming and virtual world platform operators," said Dan Jansen, CEO, Virtual Greats. "Dwight Howard, Kevin Durant and Candace Parker are breaking new ground as the first professional athletes to monetize their personal brands and content in these online communities - in doing so they're proving their business savvy on top of their basketball prowess."

The trio become the first professional athletes to launch virtual images and associated virtual goods for purchase, joining a prestigious Virtual Greats group including Justin Timberlake, Snoop Dogg, Raven-Symoné and Elvis Presley. Virtual merchandise from the three players will be first available in WeeWorld, the most popular interactive avatar community and a trusted site for dynamic self-expression, creation and communication; goods for additional online communities will be available in the near future. To see the athletes and goods in action on WeeWorld, visit: <http://www.weeworld.com/whatshot/news>

"This is an incredible opportunity for Dwight, Kevin and Candace to take their respective brands in a smart direction," said Eric Goodwin, President of GSM. "Online community consumers are very specific with their choices and the goal here is to create products that can simultaneously become real world purchases."

"WeeWorld is all about self expression, and WeeMees were asking for more sports and NBA apparel to showcase their team pride," said Lauren Bigelow, General Manager of North America and SVP of Marketing, WeeWorld. "The addition of the branded Howard, Durant and Parker gear at the height of playoff season is perfect timing. The 27 million WeeMees globally now get to show their team spirit."

About Virtual Greats LLC:

Virtual Greats is the world's leading virtual goods sales and distribution system, connecting artists, intellectual property and leading brands with a new generation of fans through the online trade of likeness, fashion, catchphrases and other virtual representations of real-world brands. Virtual Greats actively distributes its products globally through leading virtual worlds and social networks. Based in Los Angeles, Virtual Greats is affiliated with Millions of Us LLC, an agency specializing in virtual worlds and large online communities.

www.virtualgreats.com

About GSM:

Seattle-based Goodwin Sports Management (GSM) is one of America's premier sports management firms. GSM represents several NBA and WNBA marquee athletes. GSM provides unparalleled, full-service representation for their clients including contract negotiation, business and marketing partnerships, endorsements, licensing, promotions, personal appearances, speaking engagements and charitable endeavors. In 21 years of agency work, GSM has represented more than 50 athletes - 15 that have been NBA Draft Lottery selections, five that have earned the prestigious NBA Rookie of the Year Award and eight that have received gold medals as members of the USA Olympic Basketball Teams. www.goodwinsports.com

About WeeWorld:

WeeWorld (www.weeworld.com) is the most popular interactive avatar community and a trusted site for dynamic self-expression, creation and communication. Through an expansive palette of features, clothes, accessories, hobbies, etc., WeeWorld users can create their personalized WeeMee avatar, connect with friends, decorate their own visual space, send animated messages, play games and more. More than 27 million WeeMees worldwide are redefining avatar demographics and establishing the WeeMee as the world's most widely used and recognized avatar. WeeMees can be created on many sites including Windows Live Messenger and AOL's Instant Messenger, and are portable to all major social networks and blogging sites. WeeWorld has offices in Boston, London and Glasgow, and is funded by Accel Partners (www.accel.com) and Benchmark Capital (www.benchmark.com).

###



Contact Information

Mat Small

Virtual Greats LLC

<http://www.virtualgreats.com>

510-684-3552

Mary Ford

Goodwin Sports Management

<http://goodwinsports.com>

(206) 381-8900

Online Web 2.0 Version

You can read the online version of this press release [here](#).

PRWebPodcast Available

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)