



## **Gaia Online Gives Users a Chance to Flaunt Their Famous Side with Celebrity Inspired Virtual Goods**

Los Angeles, CA and San Jose, Calif. (PRWEB) September 11, 2008 -- Virtual Greats LLC, the world's leading virtual goods sales and distribution system, and Gaia Online, the leading online hangout for teens and young adults, today announced that virtual goods inspired by Snoop Dogg and Marvel's The Incredible Hulk are now available to Gaia's more than 7 million monthly users as part of the new Celebrity Snare section of the site. From Snoop Dogg's signature hairstyle to The Incredible Hulk's famous tattered purple pants, Gaia users can now deck out their avatar with virtual goods from some of today's hottest celebrities.

Each month, as part of Celebrity Snare, Gaians will vote on the celebrity they worship the most, and Gaia Online's resident celebritologist will venture to the Hollywood habitat to explore and observe the lucky stars and their wild habits. Once the celebrity study is complete, Gaia members can collect a variety of fun and unique virtual items based on their favorite famous personalities. To become part of Celebrity Snare visit: <http://www.gaiaonline.com/celebritysnare>.

"Gaia Online is truly an extension of our users' real life interests and passions and Celebrity Snare is just another way we're enabling Gaians to customize their online persona and express themselves to the community," said Craig Sherman, CEO of Gaia Online. "The same way fans hang a poster on their bedroom wall or wear a t-shirt with their favorite band on it, we're enabling our users to establish a connection with the celebrities they admire."

The launch of celebrity virtual goods in Gaia Online represents the first time fully licensed celebrity-branded virtual items have been sold in a virtual world. The display of such virtual items provides celebrities and other IP-holders with an opportunity to monetize their copyrighted content and to seamlessly extend their brands into sought-after and fast-growing online communities. Virtual Greats, which holds exclusive virtual world distribution rights for its affiliated artists, celebrities and entertainment properties, was launched in June 2008.

Additional virtual goods associated with a wide array of globally-recognized entertainment properties will be launched in Gaia Online and multiple other virtual world platforms in the coming weeks. Deals signed with additional celebrities were announced in June 2008: [http://virtualgreats.com/pressrelease/VirtualGreats\\_PR080714.pdf](http://virtualgreats.com/pressrelease/VirtualGreats_PR080714.pdf)

"The arrival of celebrity-branded virtual goods in one of the world's top online destinations for young people brings tangibility to this incredibly promising and essentially untapped market," said Dan Jansen, CEO, Virtual Greats. "We can't fully predict how the Gaia community will make use of these goods, but we know it will be boisterous, irreverent and fun - all to the long-term benefit of the IP owners."

Virtual Greats delivers turnkey value for both IP holders and virtual world platform operators. IP holders gain access to multiple distribution platforms through one deal, and platform operators similarly gain access to many entertainment brands through their relationship with Virtual Greats.

# VIRTUAL GREATS

## About Virtual Greats LLC

Virtual Greats is the world's leading virtual goods sales and distribution system, connecting celebrities, artists and content creators with a new generation of fans through the online trade of likenesses, fashion, catchphrases, and other virtual representations of real-world talent. Based in Los Angeles, Virtual Greats is affiliated with Millions of Us LLC, an agency specializing in virtual worlds and large online communities.

## About Gaia Online

Founded in 2003, Gaia Online is the leading online hangout for teens and young adults. More than seven million visitors come to Gaia every month to make friends, play games, watch movies in Gaia Cinemas, Gaia's virtual theaters, and participate in the world's most active online community. Gaia provides a fun, social environment that inspires individuality and creativity. With everything from art contests to discussion forums on poetry, politics, celebrities and more, to fully customizable profiles, digital characters and cars, Gaia is a place where teens can create their own space and express their individual style. For more information, visit [www.gaiaonline.com](http://www.gaiaonline.com).

###

### Contact Information

**Mat Small**

Virtual Greats LLC

<http://www.virtualgreats.com>

+1 510 684 3552