



## **Mentez and Virtual Greats to Bring Paris Hilton Branded Virtual Goods to Brazil's Largest Social Network**

*Mentez, the world's leading publisher and developer of social games on Orkut and Virtual Greats, the world's leading virtual goods and sales distribution agency, have announced a partnership to bring celebrity and brand-inspired virtual goods for sale within the Mentez roster of games.*

El Segundo, CA ([PRWEB](#)) October 13, 2010 -- Paris Hilton to debut her line of inspired virtual goods in popular game Vida nas Passarelas

Mentez, the world's leading publisher and developer of social games on Orkut and Virtual Greats, the world's leading virtual goods and sales distribution agency, have announced a partnership to bring celebrity and brand-inspired virtual goods for sale within the Mentez roster of games. The initial deployment will be built around global fashionista, singer, actress, and business woman Paris Hilton and will include a line of clothing and jewelry.

Forthcoming virtual assets will be developed around IP from Virtual Greats' secured portfolio of clothing brands, sports leagues, cartoon characters and celebrities.

The growth of virtual goods in general and branded virtual goods in specific has proved to be a global phenomenon. Well known 'western' brands have strong appeal in South America and this partnership pushes the boundaries again by offering branded content to a non-US user population. With Mentez's 22 million weekly active users and Brazil's growing population of internet users and booming economy, the stage has been set for cross-over success.

"We see vast potential for our celebrity, brand, and clothing company clients beyond the traditional US market," said Brett Orlanski, Director of Platform Management at Virtual Greats. "Mentez has a dominant position on Orkut and a deep roster of compelling, well suited games that match our brands. We are excited to branch out beyond our own borders and bring our content to an untapped market."

"I have the best fans all over the world. I love Brazil and I could not be more excited to share my style with my Brazilian friends!" said Paris Hilton.

"The virtual goods industry is really taking off and we knew this was a step in the right direction to give even more depth to our games," said CEO of Mentez Juan Franco. "We're always adding fun new features so users stay happy and keep playing."

### About Mentez LLC:

Mentez, LLC, headquartered in Miami, Florida, is a global social gaming development company specializing in the Latin American market. Mentez owns 4 out of the 5 most popular games on Orkut, Brazil's largest social network with 52 million users, and its portfolio consists of 40 games and applications across multiple social networks. With 22 million weekly active users, Mentez created its own monetization platform called Paymentez to facilitate users' micropayments directly where the play. Mentez's strategy consists of giving its high-quality games a management and support system so users are always receiving the best and latest developments. Mentez has operations and presence across Latin America, the United States, China, and the UK. Additional



information regarding Mentez and Paymentez can be found at [www.mentez.com](http://www.mentez.com) and <http://www.paymentez.com.br>.

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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