

## **Official Snoop Dogg, Paris Hilton and Tila Tequila Virtual Goods Debut in Facebook, MySpace and Friendster**

### *RockYou and Virtual Greats Deliver Celebrity-Branded Goods via Super Pets Application*

San Francisco, California ([PRWeb](#)) January 13, 2009 -- Virtual Greats LLC, the world's leading virtual goods sales and distribution system, and RockYou, the leading provider of social applications across the web, today announced the successful debut of the first official celebrity virtual goods on Facebook, MySpace and Friendster. These goods are thematically associated with top entertainers Snoop Dogg, Paris Hilton, and Tila Tequila, and have been deployed on the social network platforms via the widely popular Super Pets application. Super Pets users are now able to deck out their online "pets" with virtual goods including Snoop Dogg hoodies (emblazoned with sayings such as "Fo Shizzle" and "Drop It Like It's Hot"); a Paris Hilton pink bling necklace or "Heiress" T-shirt; and a Tila Tequila HotSpot logo T-shirt.

The virtual goods became available during the holidays and have already enjoyed rapid adoption by Super Pets fans. Super Pets is available for free on Facebook, MySpace, and Friendster, and currently more than 5 million users of these premier social networks have installed the application. Users can adopt a virtual pet, share it with their friends and rack up points based on the interaction their pet has with other pets. Users can create a customized profile for the pet of their choice and engage in battles, shopping sprees, and socialize with other pets within the Super Pets community. Super Pet owners can purchase RockYou currency that can be spent on virtual goods across any of RockYou's gaming applications on the social network of their choice.

This successful launch represents several important firsts for the celebrities, Virtual Greats and RockYou. It is the first time fully licensed celebrity-branded virtual items have been sold on market-leading social networks like Facebook, MySpace and Friendster. The display of such virtual items in these top online venues 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.

"Bringing key members of the Virtual Greats artist portfolio into these globally prominent and market-leading social networks is a huge milestone for us," said Virtual Greats CEO Dan Jansen. "The audience for social network applications like Super Pets is a perfect fit for the virtual goods business, and presents significant long-term monetization opportunities for all concerned."

"RockYou constantly upgrades features that entertain and provide a unique experience for our users when they engage with any of RockYou's social apps," said Ro Choy, Vice President of Business Development at RockYou. "Users love to personalize and accessorize their online presence and by giving them customized virtual goods, like one of a kind celebrity branded items; we offer more choices for self expression. We are pleased to offer these goods through Virtual Greats and keep giving our users what they want, regardless of the social network they spend their time on."

#### About RockYou

RockYou is the leading innovator, creator and distributor of applications on the social web. The RockYou Ads network provides customized application-based branding and advertising campaigns that can be easily distributed across social networking platforms and engage directly with active users. RockYou Ads hosts the largest social advertising network spanning social network platforms including Bebo, hi5, Facebook, Friendster and MySpace. Headquartered in Redwood City, California, RockYou is funded by DCM, Lightspeed Venture Partners, Partech

International and Sequoia Capital, SK Telecom Ventures and Softbank. For more information about RockYou, please visit <http://rockyou.com/corp/about.php>

To learn more about RockYou Ads, please visit <http://rockyouads.com>

Access RockYouSuperBlog at <http://blog.rockyouads.com>

#### About Virtual Greats

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.

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