



## **PlaySpan Launches Celebrity Virtual Goods Business Debuting With Snoop Dogg**

*Officially Licensed Digital Goods Mark New Business for PlaySpan Marketplace, the World's Largest Digital Goods Purveyor*

Santa Clara, California ([PRWEB](#)) May 13, 2010 -- PlaySpan, the global leader in monetization solutions for online games, virtual worlds and social networks, in partnership with Virtual Greats (VG), the world's leading branded virtual goods agency, today announced that it is introducing an ultra premium line of officially licensed Snoop Dogg digital items for sale in IMVU, a leading virtual world with 40 million registered users. Snoop Dogg is an entertainment and media empire in a single man. He is a Grammy Award-nominated rapper, record producer and actor and most recently released his tenth studio album, *Malice in Wonderland*.

The licensed branded virtual goods include Snoop hats, sunglasses, bikinis, assorted clothing items, branded dance floors, signature moves, musical instruments, and complete DJ sets. Many of the items also feature new functionality, giving the IMVU user a product that not only looks 'Snoop legit' but also have purpose.

The initial release of assets range in price from \$2 and up, with an exclusive tranche of items to be sold on a limited edition basis. All items will be sold in the PlaySpan Marketplace at [www.playspan.com](http://www.playspan.com).

"It's a proud day for all Snoop Dogg fans in IMVU. I always look for ways to reach out and touch my fans, wherever they may be online or on the streets. My licensed items are off the chain and it's a win-win situation for everyone, ya dig?!?" said Snoop Dogg.

### 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).

### About PlaySpan

PlaySpan™ is the global leader in monetization solutions for over 1,000 online games, virtual worlds, and social networks. PlaySpan's patent-pending in-game digital goods commerce and micropayment platform enables game publishers and developers to generate new revenues, acquire new users, and extend the loyalty of existing users.

PlaySpan's UltimatePay™ combines PayByCash's 11 years of payment services experience with Spare Change's social network payment platform expertise to deliver an optimized payment solution with over 85 international payment methods including credit cards, PayPal, the ULTIMATE GAME CARD™ - available in over 45,000 retail locations across North America and growing rapidly worldwide, and UltimatePoints™, the world's leading universal virtual currency.



For more information about PlaySpan, visit: <http://corp.playspan.com>

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