

Virtual Greats Adds TAATU to Platform Network, Gains Access to Large European Audiences

New markets, languages added to Virtual Greats portfolio Virtual Greats, a leading virtual goods licensing company that unlocks value through digital representations of real-world content in leading online communities, and TAATU (www.taatu.com), one of the fastest growing virtual communities for teenagers and young adults, today announced a deal that would add TAATU to the Virtual Greats portfolio of platform operators. The deal brings TAATU's 1.2 million users - and their demand for virtual goods - within reach of artists, athletes, intellectual property owners and brands seeking new online markets. Marvel's renowned, larger-than-life Super Hero, the Incredible Hulk, will provide the theme of the first virtual goods from the Virtual Greats portfolio to be sold in TAATU, with items including Hulk fists, Hulk chairs and Hulk room posters/room decorations to be made available.

Los Angeles, CA (PRWEB) July 22, 2009 -- Virtual Greats, a leading virtual goods licensing company that unlocks value through digital representations of real-world content in leading online communities, and TAATU (www.taatu.com), one of the fastest growing virtual communities for teenagers and young adults, today announced a deal that would add TAATU to the Virtual Greats portfolio of platform operators. The deal brings TAATU's 1.2 million users - and their demand for virtual goods - within reach of artists, athletes, intellectual property owners and brands seeking new online markets. Marvel's renowned, larger-than-life Super Hero, the Incredible Hulk, will provide the theme of the first virtual goods from the Virtual Greats portfolio to be sold in TAATU, with items including Hulk fists, Hulk chairs and Hulk room posters/room decorations to be made available.

The deal marks a strategic milestone for Virtual Greats - TAATU is the first platform in the Virtual Greats portfolio with a majority of its users outside the United States and a majority of users that speak a language other than English. More than half of TAATU's users select French as their first language. Virtual Greats plans to add more international communities as distribution platforms in the near future.

Intellectual property owners working with Virtual Greats now have access to TAATU's thriving online community, where members chat with friends, listen to music, watch videos, play games, meet real-life stars, organize parties and have fun in a graphically rich environment, accessible instantly from any standard web browser. TAATU is carefully managed to ensure a safe and age-appropriate environment, an issue of particular importance for brand owners concerned about presenting their product in a predictable context. TAATU also offers a rich set of data tools to help virtual goods merchandisers understand how to best approach this market.

"We're thrilled to kick off our relationship with Virtual Greats by bringing Marvel's Incredible Hulk to TAATU; comics are huge among young European audiences," said Philippe Moitroux, CEO, TAATU. "We look forward to creating additional entertainment value for our members and to opening new markets for Virtual Goods' content partners."

"The explosive growth of virtual goods sales has been even more pronounced outside the United States," said Dan Jansen, CEO, Virtual Greats. "Bringing one of the largest online communities in Europe and in the French-speaking world to the table will yield countless new opportunities for our partners."

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.

About TAATU

Since its creation in 2005, TAATU has designed and operated a virtual community online based on multimedia content that is aimed at teenagers and young adults (www.taatu.com), based on isometric 3D technology integrated onto the Web 2.0 ecosystem. Access to the community is free and available from any web browser without the need to download an application. All members are invited to personalise their appearance and their virtual life environment through TATs, TAATU's virtual emblem, and to develop their own social life through interactive communication in a secure and supervised environment. TAATU offers its partners and advertisers a host of immersive advertising products. TAATU virtual communities exist in French, Dutch and in English, with other languages planned. TAATU has developed the most efficient virtual world extensions of TV formats on the market with exclusive references such as "StarAcademy" (Reality TV and Music show, in collaboration with Endemol, TF1 and Universal Music) and Plus belle la vie, a very popular soap serie in France in collaboration with France Televisions, RTBF and Telfrance. The TAATU headquarters are situated at Lasne, near Brussels.

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