



Virtual Greats Brings Top Entertainers to WeeWorld

Los Angeles, CA (PRWEB) September 3, 2008 -- Virtual Greats (<http://www.virtualgreats.com>) LLC, the world's leading virtual goods sales and distribution system, today announced that it has reached a content distribution agreement with virtual world platform operator WeeWorld (<http://www.weeworld.com>). The strategic agreement extends Virtual Greats' distribution footprint for its many celebrity and entertainment-branded virtual assets through the addition of WeeWorld's large and influential virtual world community.

WeeWorld, the most popular interactive avatar community and home of the WeeMee, is a leader in the youth virtual world space with a devoted global fan base of more than 23 million WeeMees worldwide.

WeeWorld and other virtual world platform operators connected to the Virtual Greats system are able to distribute virtual clothing, animations, catchphrases and other virtual assets inspired by some of the biggest names in entertainment. In June 2008, Virtual Greats announced deals with launch-phase celebrities: Click here to view (http://virtualgreats.com/pressrelease/VirtualGreats_PR080714.pdf). Additional virtual goods associated with a wide array of globally-recognized entertainment properties will be launched in multiple virtual world platforms in the coming weeks.

"WeeWorld's sizeable and active user base makes it among the most desirable virtual goods marketplaces for our partners in the entertainment industry," said Dan Jansen, CEO of Virtual Greats. "We also think that our entertainment properties, in turn, are going to bring significant value - and most importantly, fun - to the WeeWorld community."

"As teens around the world continue to spend more time online, we are constantly looking for new and engaging ways for them to interact with the WeeWorld brand," said Lauren Bigelow, General Manager and Senior Vice President of Marketing, WeeWorld. "By merging the online world of social interaction with the rapidly growing market for virtual goods, WeeWorld is providing new experiences for teen fans. Virtual Greats' openness to working with a large community and its enthusiasm for the WeeWorld brand made them a natural partner."

About Virtual Greats LLC:

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

About WeeWorld:

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WeeWorld (www.weeworld.com) is the most popular interactive avatar community and a trusted site for dynamic self-expression, creation and communication. Through an expansive palette of features, clothes, accessories, hobbies, etc., WeeWorld users can create their personalized WeeMee avatar, connect with friends, decorate their own visual space, send animated messages, play games and more. More than 23 million WeeMees worldwide are redefining avatar demographics and establishing the WeeMee as the world's most widely used and recognized avatar. WeeMees can be created on many sites including Windows Live Messenger and AOL's Instant Messenger, and are portable to all major social networks and blogging sites. WeeWorld has offices in Boston, London and Glasgow, and is funded by Accel Partners (www.accel.com) and Benchmark Capital (www.benchmark.com).

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